UNSTABLE FRAMING*/

Some of these beams need to be replaced, you baring wall needs more support.

Content Pillar + Homepage Wireframe Kit

A dual-purpose worksheet to help you lock in a strong homepage structure and choose your first content focus area.

Section 1: Choose Your Primary Content Pillar

Objective: Focus your brand voice by anchoring it to a single, consistent pillar.

Pick ONE to start with (you can expand later):

☐ **Educational** – Teach your audience something useful
☐ **Inspirational** – Motivate, uplift, and energize
☐ **Behind the Scenes** – Humanize the brand, show your process
☐ **Testimonial-Driven** – Let client stories do the talking
☐ **Thought Leadership** – Share opinions, frameworks, or trends
☐ **Cultural POV** – Speak to community values or identity

- What kind of media best suits this pillar?
  ☐ Blog ☐ Video ☐ Carousel Posts ☐ Email Series ☐ Other: _____
- Topic brainstorm (3–5 ideas):
  - _____
  - _____
  - _____

Section 2: Homepage Block Blueprint

Objective: Restructure your homepage to support your message and build clarity.

Section Name	Purpose	Add Notes / Content
Hero Section	1-line promise + CTA	_____
Core Services / Offer	What you do and who you do it for	_____
Visual Trust Proof	Logos, testimonials, or client images	_____
Your Story	Brief origin or brand “why”	_____
Value Proposition	3 key benefits or differentiators	_____
CTA Repetition	End-of-page action with clear language	_____

📐 Section 3: Homepage Clarity Checklist

❒ Is your main offer clear within 3 seconds?
❒ Do your visuals match your current brand style?
❒ Is your CTA specific, visible, and above the fold?
❒ Is there at least one piece of social proof?
❒ Does your content pillar appear on the homepage (as a teaser, blog preview, video, etc.)?

💡 Section 4: Next Steps

Choose one small, meaningful upgrade to launch this month:

❒ Redesign hero section headline + CTA
❒ Add one pillar-aligned blog post or video
❒ Improve testimonial layout or add new quotes
❒ Clarify your 3 brand benefits as a bullet section
❒ Replace outdated brand imagery or fonts