

Wordpress Launchpad Program

Content Templates

Services / Products Page

Key Elements to consider:

- This is an overview, not the details.
- Link to individual pages for each product service
- If you're selling multiple products you may have a catalog page with details.

Other Ways to Name this Page

- Who we serve
- Ideal Clients
- Is this for you
- Can we help you
- Is this you
- Who we work with

Recommended format for your Products / Services Page:

1. Headline that states the "umbrella" under which all of your products and services fit.
2. A short paragraph expanding on the overview – again focus on the core problem you solve.
3. Subhead for your first product or service.
4. A paragraph describing the specific problem this product or service solves and the benefit to your clients / customers.
5. Link to a details / more information / order page.
6. Repeat steps 3 – 5 for each product / service you offer.
7. Summary paragraph with links to About You (Ideal Client) Page, Testimonials / Case Studies Page, or a specific article or white paper that highlights and expands upon your services / products.

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Example:

1. Mystic Marketing Services takes the uncertainty, confusion and stress out of web development and internet marketing for Conscious Business Owners ready to launch or grow their online presence.
2. With services ranging from group coaching and mentoring for the cost-conscious, do it yourself type, to high-end private consulting for business owners who recognize the value of their time and want their web presence to generate new business quickly and efficiently we can help your business Thrive Online!
3. Wordpress Launchpad Program:
4. This foundation program is for conscious business owners seeking to create a high-quality, professional web presence quickly and affordably. This program provides business owners with a turnkey system for creating their website and the knowledge and tools needed to build it themselves. In just 6-weeks, you will have a professional, effective website up and running. And you will have all the knowledge and tools needed to easily and quickly maintain and update your own site!
5. Visit the Wordpress Launchpad Program details page for more information.
6. Web Development and Internet Marketing Coaching: Platinum Package:
7. This high-level coaching program is for successful Conscious Business Owners who are ready to launch a robust web presence. With this coaching and consulting package we will build you a customized, SEO optimized website to your specifications. We will provide step by step individualize coaching to help you clarify the purpose and goals of your site and create content to help you reach those goals. Once your site is up and running, the Platinum Package provides ongoing, regular coaching and support to help you analyze, optimize and capitalize on your web presence.
8. For more information visit the Platinum Web Development and Internet Marketing Information Page.
9. Repeat for other products / services
10. Now that you have a sense of some of the solutions we provide, the Services we offer and Who We Work With, visit our Client Testimonial Page to read about how we have helped other Conscious Business Owners thrive online or Contact Us so we can chat about the specifics of your business and explore how Mystic Marketing Services can help you Thrive online!

Products / Services Page

Headline: Umbrella under which all products / services fit.	
Short paragraph expanding on the umbrella statement.	
First Product / Service Subhead. Name your first product / service.	
Describe this product / service in a brief paragraph.	
Link to a details / order page for this product / service.	
Second Product / Service Subhead. Name your first product / service.	

<p>Describe this product / service in a brief paragraph.</p>	
<p>Link to a details / order page for this product / service.</p>	
<p>Third Product / Service Subhead. Name your first product / service.</p>	
<p>Describe this product / service in a brief paragraph.</p>	
<p>Link to a details / order page for this product / service.</p>	
<p>Repeat for each product / service you</p>	
<p>Summary paragraph linking to other pages.</p>	