Home Page:

**Overview:**

I am looking for a clean design with big buttons for free trail, buy now and easy to see section for entering keyword research criteria. I want the colors to stand out and POP and make a big impact. I want the design to promote that the service is easy to use. I want to play on the word Boost. However, it is important that user understand that that we use legal methods of increasing ranking on google. I would like to make sure that users know that we are boosting rankings on search engines like google.

**Slogan:** Boost Your Search Engine Rankings Using Legal Back Linking Techniques.

Additional Copy:

Boost Rankings of your Business Webpage, You Tube Video, Social Media Page & Blog

Boost Pages from various websites

Snapshots and Progress Reports of your search engine rankings

**Requirement/Buttons/Sections, etc.**

Home page will need to have **social media tools** (like, share, etc) , **blog, bookmark page, log in / sign up tools**

Top Section of the Page Will have a solid section. Section will be split in 2.

On left, we will have 2 buttons…1 will be: **Buy Now** and the 2nd will be: **Free Trial**

On the right, there will be a section that says: **Free Keyword Research.**

There will be 3 fields for them to enter: URL, Keywords & Competitors

* There will be a short explanation for each field (ex: Enter Your URL Here, Enter Your Keywords Here, Type In Competitor URL Here)

Below these fields, there will be a Search Button.

The following copy should be included in the search section: Check Your Current Search Engine Ranking, Research Keyword popularity and competitiveness, See what your competitors are doing!

**Menu Buttons (drop down menus):**

About Us | Services | Features | Resources | Free Trial | FAQ | Contact Us

(it can look something like this:  )

Somewhere on the page, there will be icons, images, headlines or sections that give more information about our service and related topics. These topics/categories include:

Free Trial | Why Boost Your Ranking? | SEO Basics

SEO Tips | Tips To Using Our System | Free Keyword Analysis Tools

What To Expect | White Label

**Footer:**

Footer can look similar to the footer on designcrowd.com – and should include sections for:

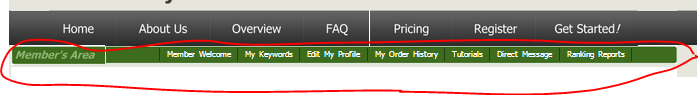
Company: About Us, Why Boost Your Ranking , Affiliate Program, Tips To Using Our System, FAQ

Services: Link Building, Local SEO, Free Trial, Free Keyword Analysis Tools, YouTube Video Marketing

SEO: SEO Basics, SEO Tips, On Page SEO, Off Page SEO

Other Design requirements:

* Recent blog content should be displayed somewhere on the home page.
* Home page should include space for a video that we will post describing our service
* We want to include a tab for: Invite friends via facebook (see freelancer.com for an example)
* Once the user logs in, they will see tabs/options for members area – see screen shot below of how another website does this



* I am not sure if this will make the home page too busy, but I was hoping to have the user be shown steps. Step 1: Research Keywords , Step 2: Submit Page Info Step 3: Sit Back & Enjoy The Ride . If this is too much, then you can omit it.