

People need to know as soon as they land on the homepage:

What they are getting

Why its good,

Benefits

What they can order

How they can choose

Find what they are looking for

How they can order

How it works.

Want them to know
PKP is suitable and
a good choice

Without having to
navigate off to
different galleries and
pages.

One smooth flow from
arriving on site,
straight through to
cake builder

Sitemap

Homepage

- Value proposition
- Bespoke cakes
- Cake pops
- Other products
- How it works
- Testimonials
- Video content
- Blog carousel

Bespoke cakes

Gallery - categories?
Info and instructions about
how cake builder works

Need to give enough images and info on
this page so they are happy to proceed
with what they have seen.

And don't have to go off to see galleries
or find out how it works.

Bespoke cakes builder

Cake builder
What happens at the end?

Cakepops & cakesicles

Cakepop builder
What happens at the end?

Cupcakes

Off-the-shelf?
Bespoke?
How will this work?

Brownies

Off-the-shelf?
Bespoke?
How will this work?

Traybakes

Off-the-shelf?
Bespoke?
How will this work?

Galleries?

Are they needed?

Cart

Where does this typically
go on a woo sitemap?

Checkout

Where does this typically
go on a woo sitemap?

Blog

SEO articles and useful
content

Contact

Direct to bespoke pages
but send a message if you
would prefer

Content plan for homepage

Logo	Menu	Header
		<p>Part cake logo</p> <p>Big image</p> <p>Value proposition - very short sentence describing what you get - cakes that look good and taste nice, no celebration is complete without a show-stopping cake</p> <p>Why cake? Survey and interview will answer this question. Cake brings a party together? Why do people like cakes at parties?</p>
Disseminating cakes and delicious treats from for your special occasions.		<p>More details</p> <p>Brief expansion of need-to-know</p> <p>What you get, what's on offer, how it works, context, minimum information you need to know to proceed with enquiring copy that makes you want to explore further. (this info goes down page)</p> <p>Possibly bulleted lists of main products</p> <p>Take your pick...</p>
		<p>Bespoke cakes</p> <p>From elegant & artistic show-stoppers, to fun & playful party pieces, our bespoke designed cakes are an eye-catching and scrumptious addition to any celebration.</p> <p>Hand-crafted, home baked and designed by sally, with the best ingredients, unique and personalised designs tailored to your tastes.</p> <p>"Sally is really talented, her cake was so good I was in tears" - Paul Gascogne</p> <p>Create a brief</p>
		<p>Cake pops / Cakecicles</p> <p>The perfect addition to your party. Or perfect for gifts. Gift wrapped for a unique present.</p> <p>Tasty treats,</p>
		<p>Carousel of other products</p> <p>Savoury bakes, cookies, off-the-shelf products.</p> <p>Cupcakes / Brownies / Traybakes</p>
		<p>How it works details</p> <p>Next to a photo of sally - passion for baking, skilled and creative etc.</p> <p>Information about her ingredients quality, home baked in her chester kitchen</p> <p>Location, delivery, bank a slot, times/cakes etc.</p>
		<p>Testimonials</p> <p>Testimonials</p> <p>Carousel of customer comments</p>
		<p>Video content</p> <p>Video content</p> <p>Sally baking a cake</p>
		<p>Blog</p>

Need a top-level slider with one of each occasion - so people can see the quality and style of cakes available without having to navigate to galleries



Tell us what you want (this is on bespoke page quote)

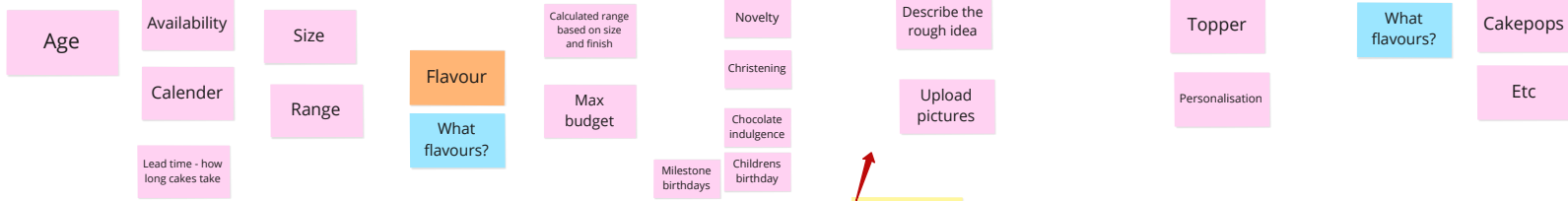
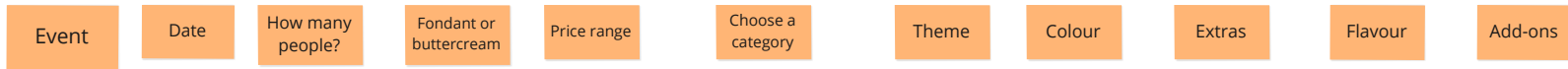
Let's find out what you are looking for

Maybe you've got something in mind already?

Or maybe you'd like to see some inspiration

Our AMAZING cake builder can help you find the perfect cake for your special occasion.

Let's find your cake



Cake builder headers:

Portions - 15/20 - 25/30 - 35/40 - 45/50

Height - 6" standard
8" tall

Finish - Fondant (prices from....or Buttercream (prices from...))

Colours: Pink/cream/neutral/paleblue/dark blue/green/black/rainbow/turquoise/

Extras: donuts, cakesicles, dried flowers, fresh flowers, handmade fondant figures, chocolates, strawberries, drip, coloured spheres, balloons

Topper - name/age/other/anything else?

Cupcakes, cake pops, brownies, tray bake, cakesicles

This is the part that needs a bit of work and some input from Sally - what are the typical questions / suggestions / ideas during the back-and-forth?

Specifically about the visual style (these are the ambiguous details)

And these last questions will help define what the categories should be

Cake builder flow

