

Content Outline

Home Page

- Hero content
 - brief elevator pitch “I’m Jon Arbuckle, a freelance Illustrator and author.”
 - large image of one comic
- Jon’s web comics
 - description text to let visitors know that Jon writes comics
 - a link to learn more about the comics
- Polka CDs for sale
 - image
 - name of CD
 - link to Amazon to buy
- Jon’s Twitter account
 - a link to Jon’s Twitter page
- Client testimonial
 - “Working with Jon was a great experience! He really listened to my business needs and was able to capture the essence of my pet cat, dog, and chinchilla in the amazing portrait series I hired him for. His drawings really helped our veterinarian waiting room come alive! I’ll be contacting Jon for all my animal illustration needs” - Dr. Liz Wilson
 - call to action link: “Hire Jon for your pet portrait needs! Get in touch.”
- Header content
 - logo
 - site navigation
- Footer content
 - copyright information

Work Page

- Header content
- Footer content
- Page title: Work
- Web comics
 - Lasagna Chronicles
 - image
 - link to external site
 - Cat Town
 - image
 - link to external site
- Portraits
 - cat portrait image

- dog portrait image
- Music
 - “The Best of Jonny Arbs”
 - cd image
 - link to buy on amazon

About Page

- Header content
- Footer content
- Page title: About
- Image of Jon
- A couple of paragraphs describing Jon
- List of skills and professional services offered

Contact Page

- Header content
- Footer content
- Page title: Contact
- Jon’s email address
- List of links to Jon’s social media presence