Content Outline

# Home Page

* Hero:

• 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