

Ron Williams Champion Website

Carissa's vision for the revamped website:

The client has got all these URLs and they're splitting traffic and splitting sales, and what I'd like to do is to bring all this underneath one umbrella, which hopefully is this [\[ronwilliamschampion.com\]](http://ronwilliamschampion.com) website.

What the client did is they split and created this [\[yourchampionbody.com\]](http://yourchampionbody.com) which is just the fitness programs. What we're going to do is bring that website underneath the [\[ronwilliamschampion.com\]](http://ronwilliamschampion.com) umbrella.

My vision for the [\[ronwilliamschampion.com\]](http://ronwilliamschampion.com) website is that, specifically the homepage has primarily featuring these training programs, but within that homepage there's this sort of 'drip' featuring here and there products or other assets of Ron Williams' business, **specifically supplements**, the Iron Chest Master and soon to launch products.

The website I'd like you to use as a template for what I have in mind is also a bodybuilder's website. His name is **Simeon Panda**, and he's his own brand. [\[simeonpanda.com\]](http://simeonpanda.com) He's kind of the umbrella to all the different arms of his business, similar to how Ron Williams is also the arm to all of his assets or business pieces.

So, Simeon's website is [\[simeonpanda.com\]](http://simeonpanda.com).

Our website will be [\[ronwilliamschampion.com\]](http://ronwilliamschampion.com)

Contents:

Home Page

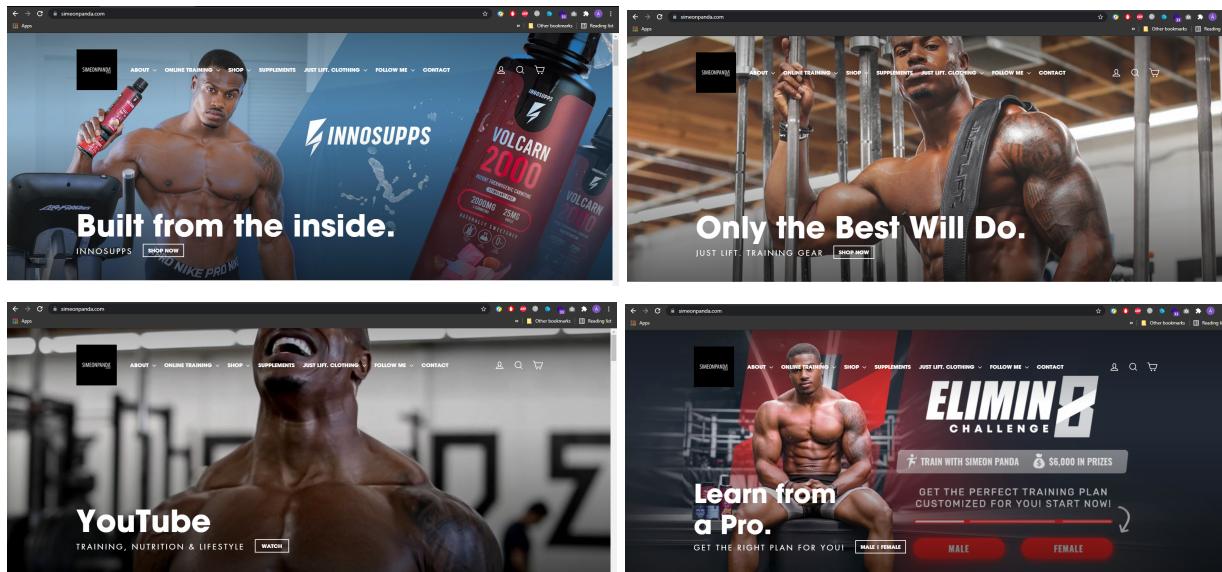
- Opening Banner
- Featured Products
- Training Programs (Video)
- Interface
- Magazine covers
- Training & Diet Programs (Video)
- Testimonials
- Ambassador (video)
- Social Proof

-----Homepage-----

On our homepage I'm hoping to incorporate a lot of the pieces that [simeonpanda] has because I think that he's a great illustration of what [ronwilliamschampion] could have in a "catch-all" website.

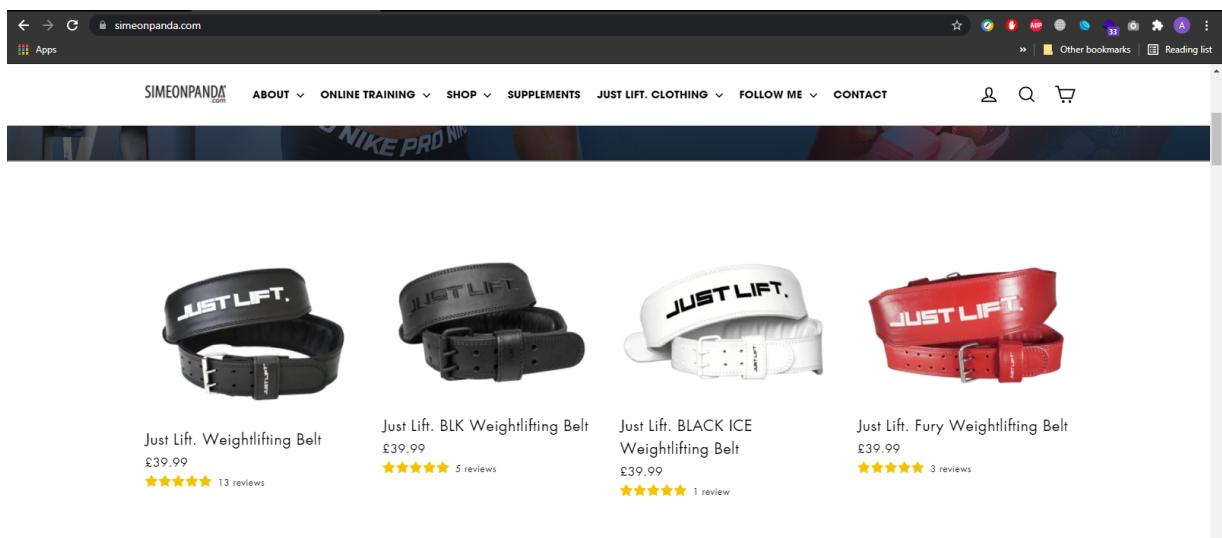
There are a couple of things I like about his homepage:

A. Opening Banner

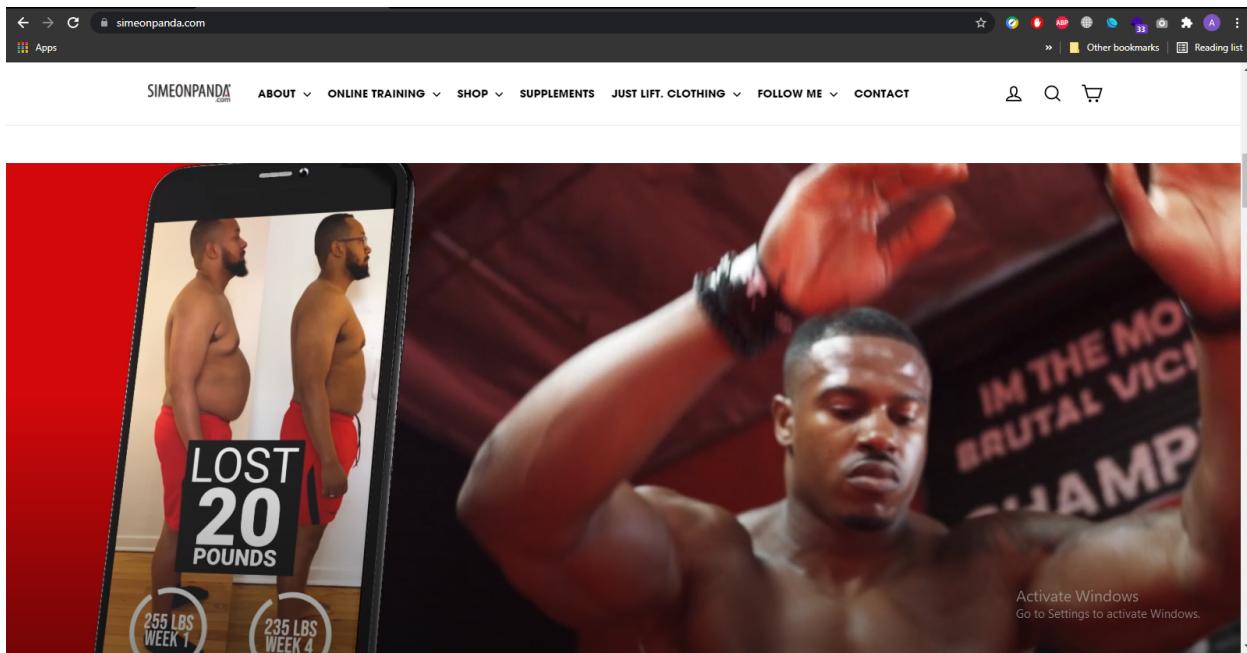


SimeonPanda has this nice opening-banner that is rotating, featuring the various arms of his business.

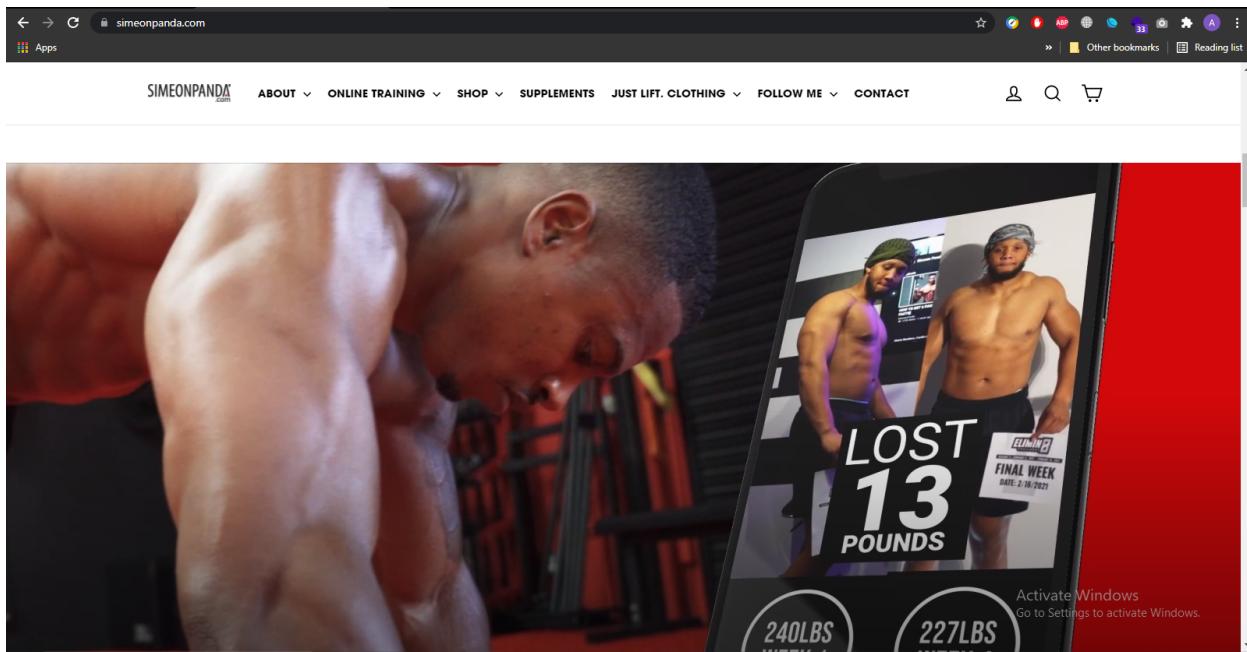
B. Featured Products



C. Training Programs (Quick-cut Video)

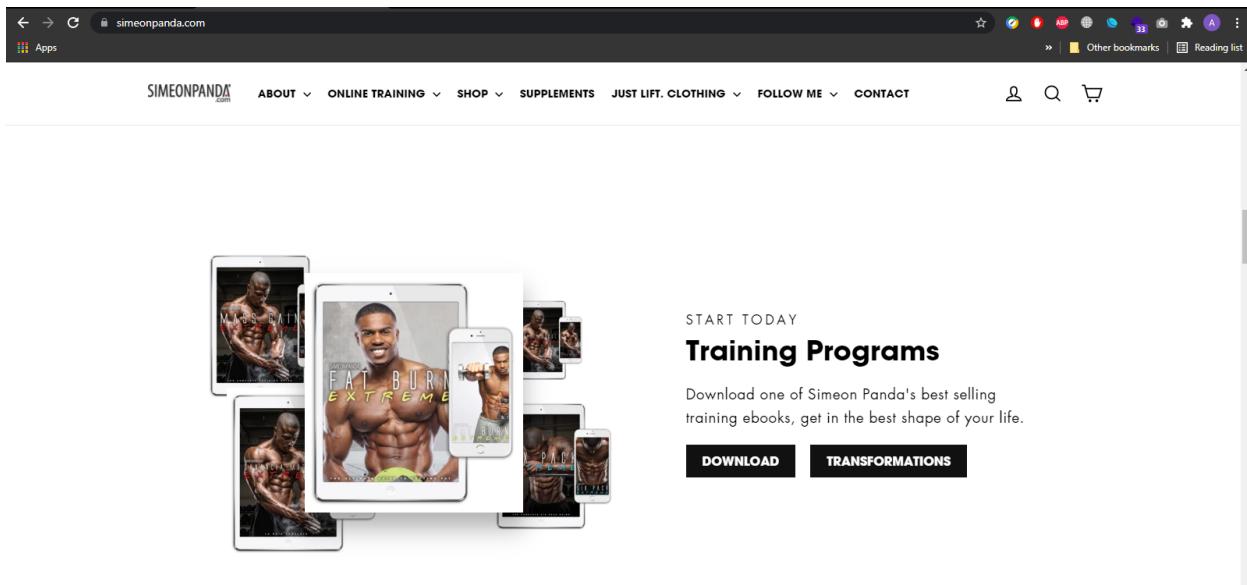


Love the quick-cut video of him doing crossfit exercises, interlaced with client testimonial videos of weight-loss and muscle gain. We can mimic this using the thousands of YouTube videos on Ron Williams' channel of him working out. So we could create and kind of splice something interesting.



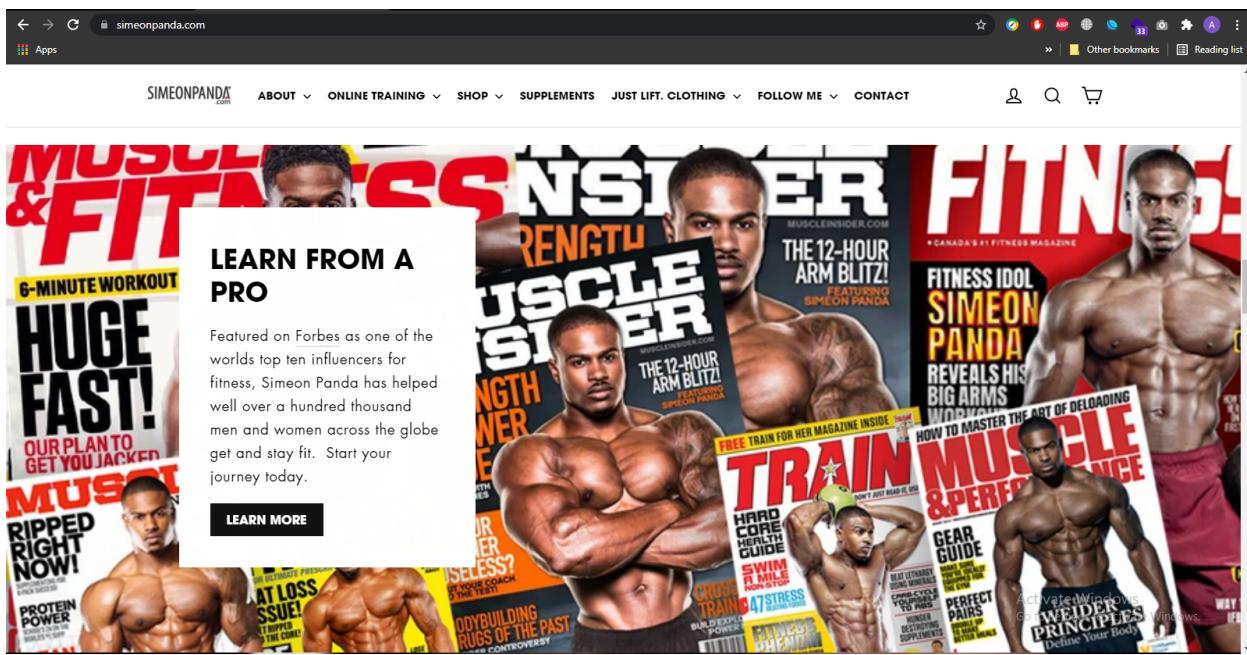
I also love how the video has this interface of an iPhone looking screen popping up where he has clientele before-and-after. So, Ron has plenty of those as well, so we could use a lot of those assets to create something similar. (**Adobe Premiere Pro + Adobe After Effects**)

D. Interface



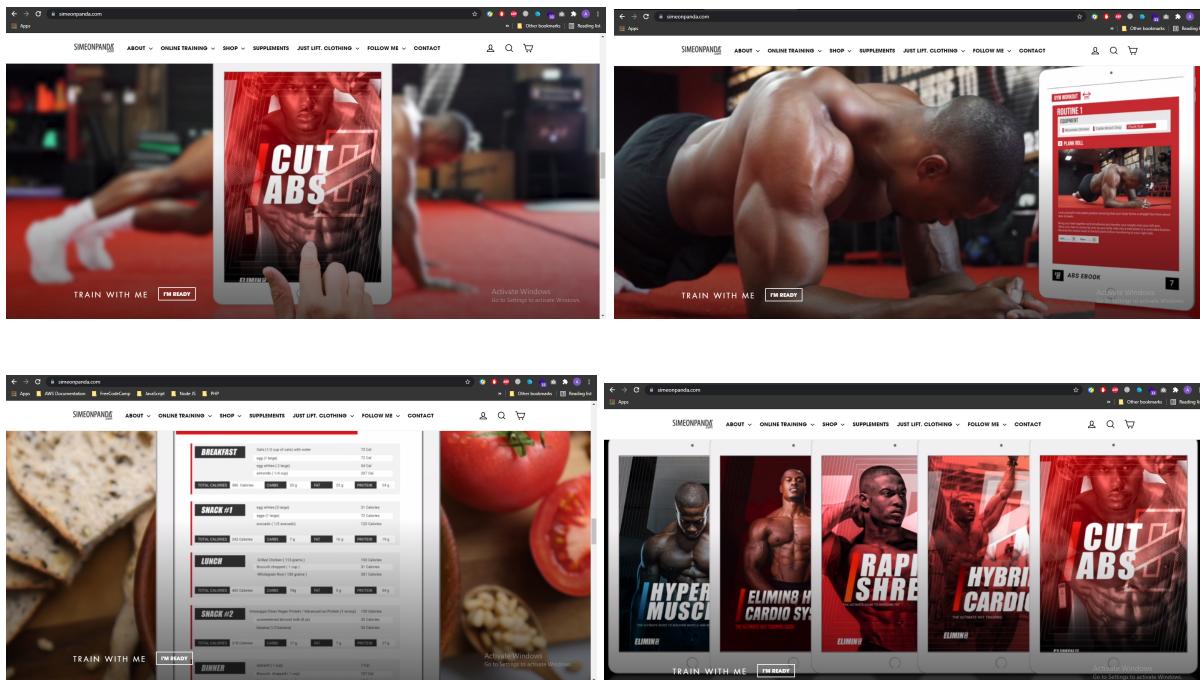
Love how the interface of his program is always on an iPhone or iPad (hand-held devices) which I think gives it an immediate look of a high value product.

E. Magazine Covers



This banner showcases why he's credible - you're learning from a pro (front-covers). We can mimic this quite easily with Ron. He has plenty of body-building championships, plenty of images, news articles; pieces that we could put together to show buyers that our training programs & training equipment are designed and created by a legend.

F. Training & Diet Programs (video)

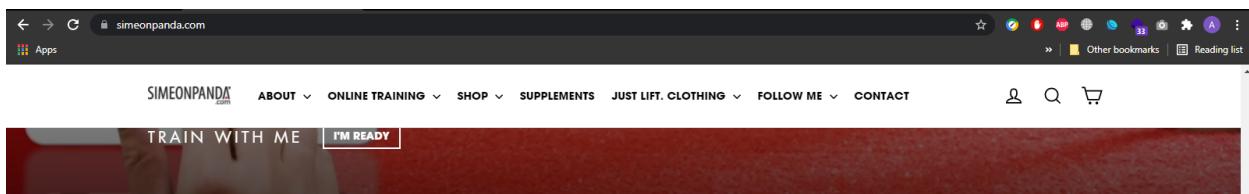


Love this banner here where he's like showcasing his different training programs. We could do something similar. Ron specifically has 5 programs (2 Coming Soon). Simeon Panda has his programs outlined against a hand-held device:

- Hyper Muscle
- Elimin8 Hybrid Cardio System, etc

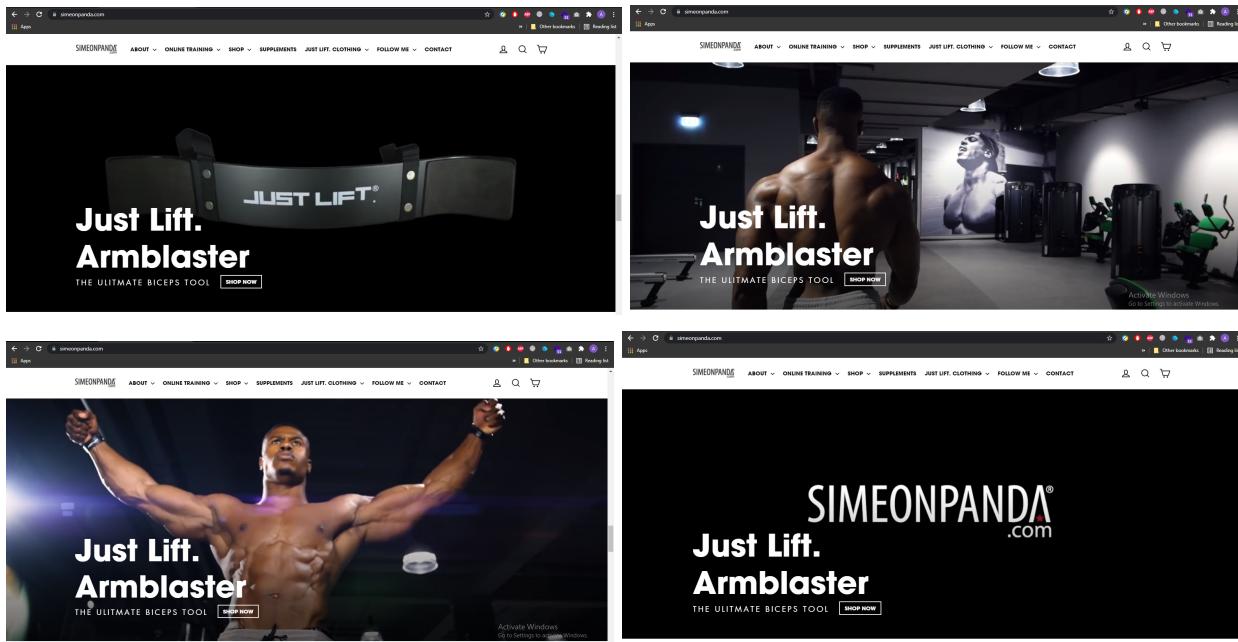
We could do something very similar that looks very very **sharp** in introducing all of the training programs.

G. Product Reviews



Then he has some nice product reviews that we can likewise have like testimonials there.

H. Ambassador (Video)

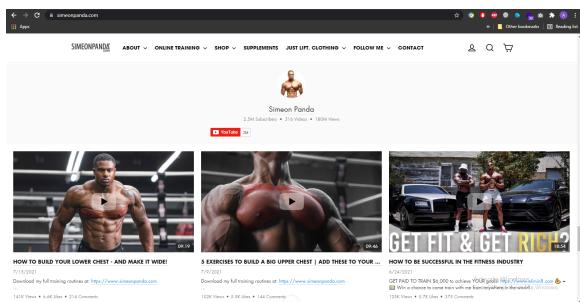


Simeon Panda goes into advertising other arms of his business, which are specifically products. Simeon Panda is an ambassador. He's a **JustLift** ambassador and **Inno Supps** - his supplement - ambassador program.

So for Ron Williams, here is where we could have Iron Chest Master or we could have his supplements being showcased. Something along the lines where people are able to see like,

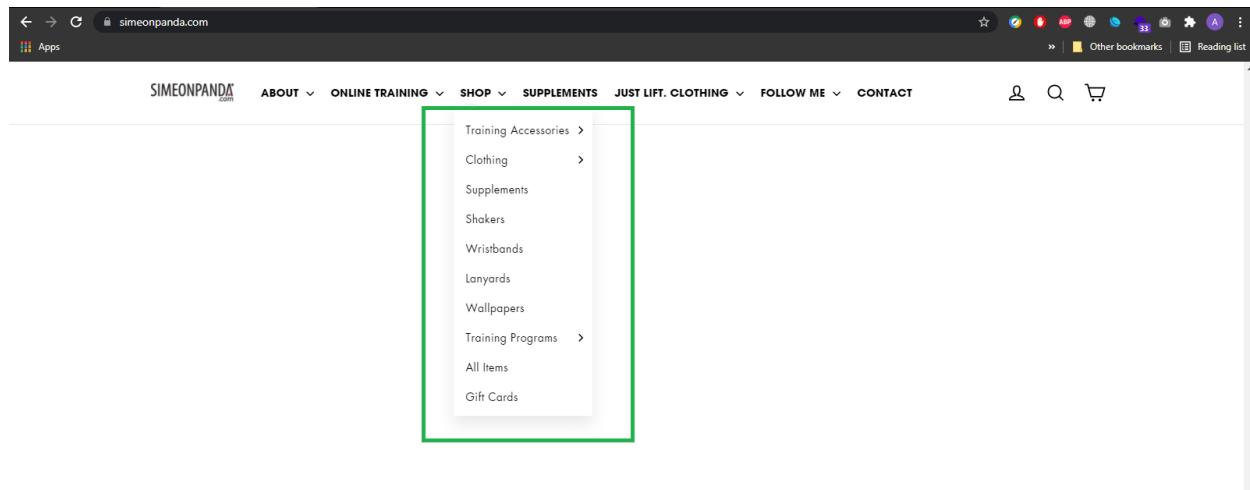
"ok yes, Ron has these training programs but he also has different arms of his business"

I. Social Proof

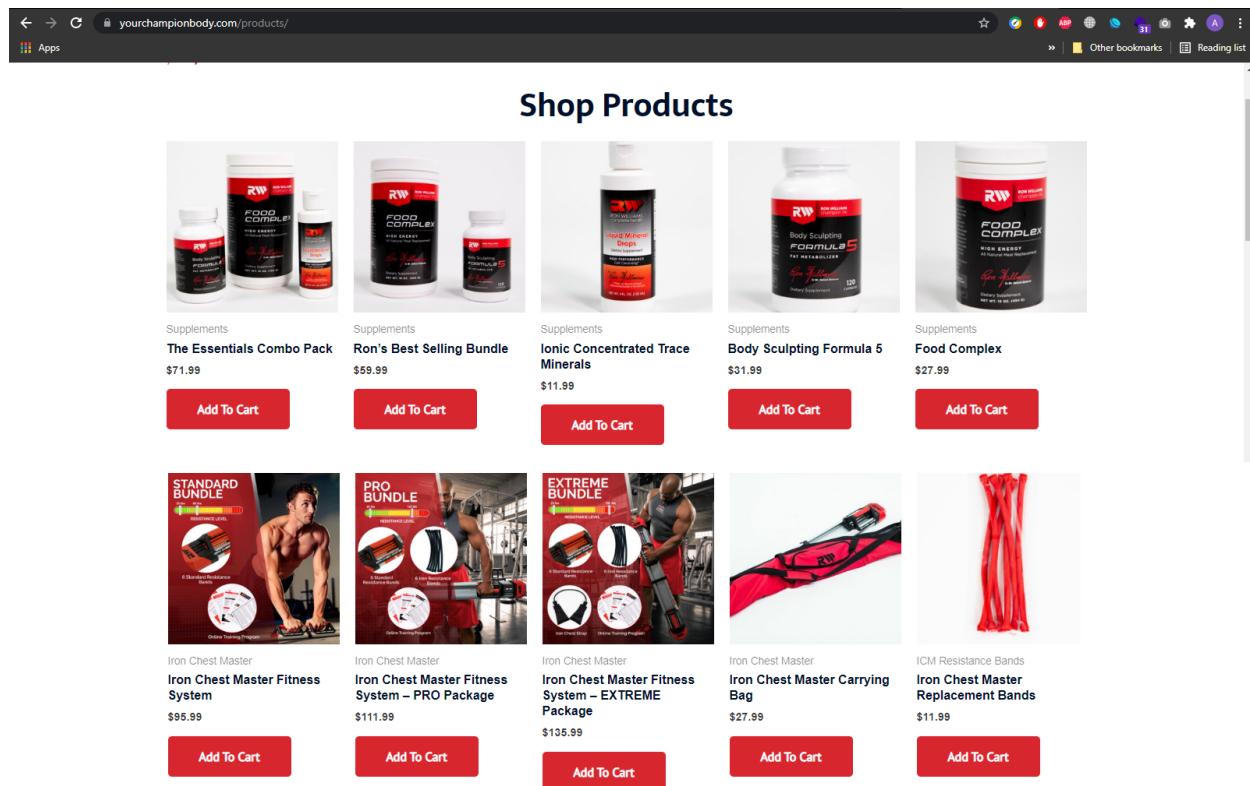


Love the YouTube portion which shows that Simeon has a nice social following: 2.5M Subscribers, tons of videos, total views. And then he has the top three videos here. Ron Williams similarly has videos with over 2M views etc, so I think he can compete in terms of these numbers.

-----HEADER-----



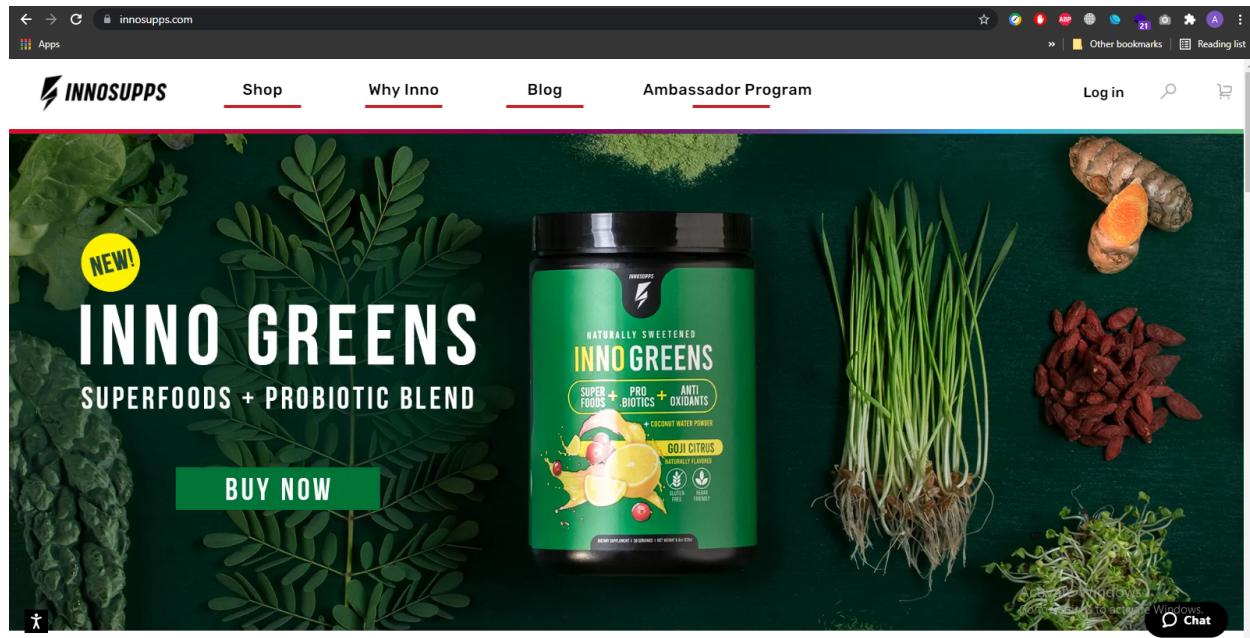
The other thing that I really like about [simeonpanda.com] is his Shop's drop-down tab. So, currently on [yourchampionbody.com] if you Shop Products, it's just a flat interface of products, but it doesn't necessarily do much.



My hope is that on the Shop page, what's happening is, these become separate landing pages where we're able to drive in traffic to the site.

So, maybe we're running Facebook Ads specific to Resistance Bands, and then it's going to a nice homepage that features that product specifically.

I know that because Simeon Panda is an ambassador - filtering to another site, specifically [\[innosupps.com\]](http://innosupps.com).



But what we could do is when someone comes to [\[ronwilliamschampion\]](#) click on 'Supplements' --> and our Supplements page is a nice landing page with reviews and some of this social proof, just to gather as many (eye-balls) as we can.

The reason I want to do that is I want us to be able to build our advertisements that are landing and all filtering to the same website [\[ronwilliamschampion\]](#) and then /supplements --> and Supplements has its own nice thing, or Resistance Bands or Iron Chest Master.

All of them have neat, nice landing pages that we could comfortably filter traffic to.

It makes sense and even if that person doesn't want to convert specific to supplements at the time, they're still at the website so they can get a good feel for what Ron Williams has to offer as a whole.

That's what I have in mind; primarily organising this homepage in a nice umbrella way that's like dripping (featuring) other products throughout. [\[ronwilliamschampion\]](#) is a "catch-all" website.

And then you have these Shop drop-down menus for various products like Iron Chest Master, soon to launch Total Body Master. All these homepages are really neat so we can filter traffic directly to them.

RW Champion website image/video requirements

- Need 4 images for banner
 - 1 with all the products
 - 2 doing his course exercise
 - 3 with the ICM
 - 4 with supplement
- Some real testimonial of before and after
- 4 courses images and different videos where we will be explaining details of the courses
- Some old images of Ron Williams
- Images of trophies & certificates which he has won
- Images of magazine
- Simeon Panda is selling courses separately for men and women
- Gym creative shots, we need some shoots of Ron Williams where is doing ICM and gym with his products and some aggressive shots, white background shots where he is carrying ICM and other product
- Photographer need to take some gym images like other bodybuilders, indoor and out door