

# WEBSITE PLAN

JAMIE CLARKE ONLINE

*The Perfect Customer Journey Website*

A complete sitemap, page-by-page wireframes, and copy framework  
based on your MarketSauce Blueprint

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# Contents

# Strategic Overview

## Website Purpose

Your website has one job: guide visitors through The Perfect Customer Journey. Every page, every section, every word should move the right people closer to working with you — or politely filter out those who aren't a fit.

Based on your MarketSauce Blueprint, we're designing for:

- Owner-led businesses (5-50 employees, £500k-5M revenue, 3+ years established)
- People who are overwhelmed by marketing, burned by agencies, time-poor
- Decision-makers who value plain English, authenticity, and proven frameworks
- Visitors who need to feel understood before they'll trust you

## Design Philosophy

You mentioned Ali Abdaal and Justin Welsh as visual inspirations — clean, engaging, personality-driven. Not sterile corporate. Here's the aesthetic direction:

**Warm Professional:** Clean layouts with personality. White space that breathes. Your red accent (#BE1E2D) used sparingly but boldly.

**Plain-English Energy:** Headlines that sound like you talking, not corporate speak. Short paragraphs. Readable on mobile.

**Trust Signals Throughout:** Real photos of you, client results with numbers, testimonials that mention specific outcomes.

**Clear Next Steps:** Every page has one primary action. No confusion about what to do next.

## Key Conversion Goals

1. Primary: Get email signups (Perfect Customer Journey Guide download)
2. Secondary: Book discovery calls for Blueprint
3. Tertiary: Join The Marketing Portal Membership
4. Supporting: Consume content that builds trust (blog, resources)

## Site Structure Overview

A focused sitemap with clear user journeys:

- Homepage — The front door (addresses all segments, routes to right places)
- About — Your story, credibility, personality
- The Perfect Customer Journey — Framework explained (authority builder)
- Work With Me — Service offerings with clear pathways

- Resources — Free tools, guides, downloads (lead magnets)
- Blog — Content hub for SEO and nurture
- Contact — Simple, low-friction way to reach you

# Homepage

*Goal: In 3 seconds, visitors know what you do, who you help, and what to do next.*

## Hero Section

### Layout

Full-width, clean background (white or very light grey #F8F8F8). Your photo on right (warm, approachable — not corporate headshot). Text on left.

### Headline

Primary (large, bold):

**Option A:** "Marketing doesn't have to feel this hard."

**Option B:** "Finally. Marketing that makes sense."

**Option C:** "Make marketing easier."

Subheadline (smaller, underneath):

*"I help owner-led businesses build marketing that actually works — without the jargon, overwhelm, or wasted spend."*

### Call to Action

Primary button (red #BE1E2D):

**Button text:** "Get The Free Guide"

Secondary link (text only, underneath):

*"Or see how I can help →"*

### Trust Bar

Immediately below hero — subtle grey background strip:

*"Trusted by 50+ UK businesses" + 3-4 small client logos (if available) or "Featured in" logos*

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## Problem/Agitation Section

### Headline

"Sound familiar?"

## Content

Three columns (or stacked on mobile), each a relatable pain point from your Blueprint:

**Column 1:** "You've tried agencies, courses, tactics — and nothing sticks. You're starting to wonder if marketing just doesn't work for your business."

**Column 2:** "Everyone's telling you something different. SEO! LinkedIn! Ads! Content! You don't know what to do first — so you do nothing."

**Column 3:** "You're great at what you do. But explaining it? Getting found? Turning interest into clients? That's where it falls apart."

## Transition Line

"*Here's the thing: You don't have a marketing problem. You have a clarity problem.*"

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## Solution Section

### Headline

"There's a simpler way."

### Intro Paragraph

"Most marketing fails because it's disconnected. Random posts. Half-finished campaigns. Tactics without strategy. What you need isn't more marketing — it's a journey. A clear path that takes strangers from 'never heard of you' to 'telling everyone about you.'"

### The Framework Preview

Visual representation of The Perfect Customer Journey — 6 stages shown as a simple horizontal flow or numbered steps:

5. Get Noticed — They discover you exist
6. Connect — They give you their details
7. Nurture — They start to trust you
8. Convert — They become a customer
9. Deliver & Wow — They feel they made the right choice
10. Create Fans — They tell others about you

### CTA

**Button:** "Learn The Full Framework →"

(Links to The Perfect Customer Journey page)

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## Social Proof Section

### Headline

"Real results for real businesses"

### Layout

2-3 featured testimonials with:

- Photo of client (or company logo)
- Specific result: "From 3 enquiries/month to 15" or "Finally have a marketing plan I actually understand"
- Name, title, company
- Industry tag (so visitors can identify with similar businesses)

### CTA

**Link:** "See more case studies →"

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## About Preview Section

### Layout

Two columns: Your photo on left (different from hero — perhaps more casual, maybe at desk or with coffee). Text on right.

### Content

"I'm Jamie. I've spent 10+ years helping businesses grow — and I've made every marketing mistake going. Now I help owner-led businesses skip the pain and get straight to what works."

"No jargon. No fluff. No dancing on TikTok. Just clear, practical marketing that fits your real life."

### CTA

**Link:** "More about me →"

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## How I Help Section

### Headline

"Choose your path"

## Three Cards

**Card 1 — Learn:** "Free resources to get started" → Links to Resources page

**Card 2 — Plan:** "Work with me to build your strategy" → Links to Blueprint offer

**Card 3 — Implement:** "Ongoing support to execute" → Links to Membership/Agency

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## Final CTA Section

### Layout

Full-width, light red background tint or your red as background with white text.

### Headline

"Ready to make marketing easier?"

### Subheadline

*"Download The Perfect Customer Journey guide and see exactly where your marketing is leaking leads."*

### Email Capture Form

Simple: Name field, Email field, Button: "Send Me The Guide"

Micro-copy underneath: "No spam. Unsubscribe anytime. Just helpful stuff."

# About Page

*Goal: Build connection and credibility. Show you understand their world because you've lived it.*

## Hero Section

### Headline

"Marketing shouldn't feel like a foreign language."

### Subheadline

*"I'm Jamie Clarke. I help business owners stop drowning in marketing advice — and start seeing results."*

Large photo: You in a natural setting, approachable, perhaps in your home office or a casual business environment.

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## The Story Section

### Headline

"Here's how I got here"

### Content — Your Story Arc

Written in first person, conversational, honest:

**The Setup:** "I've been running businesses for over 10 years. And I'll be honest — the early years were brutal. 20-hour days. Seven days a week. Never knowing where the next payday was coming from."

**The Struggle:** "I tried everything the marketing gurus said. Built funnels. Posted constantly. Spent money on agencies who promised the world and delivered... reports. None of it connected. I was busy doing marketing, but I wasn't getting anywhere."

**The Turning Point:** "Then I realised something. The problem wasn't the tactics. It was that I had no journey. No clear path for people to follow from 'who are you?' to 'take my money.' Once I mapped that out, everything changed."

**The Mission:** "Now I help other business owners skip the pain I went through. I take the complicated stuff and make it simple. No jargon. No fluff. Just marketing that works for people with real businesses and real lives."

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# Credibility Section

## Headline

"The boring bits that matter"

## Content

- Creator of The Perfect Customer Journey framework
  - Founder of The Marketing Portal (training + agency)
  - Worked with 50+ UK businesses across B2B services, training, engineering, and professional services
  - Based in the North of England (not a London agency with London prices)
  - Certified Partner: [relevant certifications if applicable]
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# Personal Section

## Headline

"When I'm not simplifying marketing..."

## Content

"You'll find me on the golf course (working on my handicap), watching Wigan Athletic (the highs and lows), or on the sidelines at Shevington FC where I volunteer with the youth teams. I'm a dad, a husband, and someone who believes business should give you more life, not less."

Photo: Something personal — on the golf course, with family, at a football match.

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# CTA Section

## Headline

"Want to work together?"

## Options

**Button 1:** "See how I can help →" (links to Work With Me)

**Button 2:** "Get the free guide →" (links to lead magnet)

# The Perfect Customer Journey Page

*Goal: Establish authority. Teach the framework. Position yourself as the expert who can guide them through it.*

## Hero Section

### Headline

"The Perfect Customer Journey"

### Subheadline

*"6 stages that turn strangers into fans — and random marketing into a system that works."*

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## The Problem Section

### Headline

"Why most marketing doesn't work"

### Content

"Let's be honest: most small businesses struggle with marketing. Not because they're lazy. Not because they don't try. They're doing the work — posting on social media, updating the website, sending the occasional email."

"But nothing connects. Growth feels random. Leads come in dribs and drabs. Every month feels like starting from scratch."

"Here's what most people miss: The problem isn't the tactics. It's the lack of a journey."

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## The Framework Section

### Headline

"The 6 Stages"

## Layout

Each stage as its own section with icon, title, and explanation. Alternating left/right layout for visual interest.

### Stage 1: Get Noticed

**What you do:** Getting visible to the right people

**They experience:** They discover you exist

"People can't buy from you if they don't know you exist. This stage is about getting in front of your ideal customers — not everyone, just the right people."

### Stage 2: Connect

**What you do:** Getting permission to follow up

**They experience:** They give you their details

"Getting noticed is great. But if someone sees your content and disappears forever — what have you achieved? This stage turns attention into connection."

### Stage 3: Nurture

**What you do:** Building trust and demonstrating value

**They experience:** They start to believe you can help

"Just because someone gave you their email doesn't mean they trust you. This stage is about building the know, like, and trust that makes people want to buy."

### Stage 4: Convert

**What you do:** Asking for the sale

**They experience:** They become a paying customer

"If you've done the previous stages well, this shouldn't feel like a hard sell. You're offering the next logical step to someone who already trusts you."

### Stage 5: Deliver & Wow

**What you do:** Exceeding expectations

**They experience:** They feel they made the right choice

"Getting the sale isn't the finish line. It's the starting line. This is where you make them feel like they made the best decision of their life."

### Stage 6: Create Fans

**What you do:** Turning customers into referrers

**They experience:** They tell others about you

"Happy customers are willing to recommend you. But they usually don't unless you ask. This stage makes it easy for them to spread the word."

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## Self-Assessment Section

### Headline

"Where's your journey broken?"

### Content

Interactive element or simple checklist:

"For each stage, ask yourself: What do I have in place here? If you've got nothing for a stage, that's a gap. That's where leads are leaking."

- Stage 1: How are the right people finding you?
  - Stage 2: How are you capturing their details?
  - Stage 3: How are you staying in touch and building trust?
  - Stage 4: How are you asking for the sale?
  - Stage 5: How are you exceeding expectations?
  - Stage 6: How are you generating referrals?
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## CTA Section

### Headline

"Ready to map your journey?"

### Two Paths

**DIY Path:** "Download the free guide and planning worksheet" → Lead magnet

**Done-With-You Path:** "Work with me to build your complete marketing plan" → Blueprint offer

# Work With Me Page

*Goal: Present clear options at different price points. Make it easy to self-select.*

## Hero Section

### Headline

"Let's make your marketing work."

### Subheadline

*"Whether you want to learn, plan, or implement — there's a way to work together that fits your situation."*

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## Option 1: Learn (Low Commitment)

### The Marketing Portal Membership

**Price:** £97/month

**Headline:** "Ongoing support without the big commitment"

"Monthly training, templates, and community support to implement marketing yourself. Perfect if you want guidance but prefer to do the work."

#### What's Included:

- Monthly live training sessions
- Template library (emails, landing pages, content plans)
- Private community for questions and feedback
- Access to The Marketing Portal App

**CTA Button:** "Join The Membership →"

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## Option 2: Plan (Core Offer)

### The Perfect Customer Journey Blueprint

**Price:** £2,495

**Headline:** "Your complete marketing plan in 2 weeks"

"Work with me 1-on-1 to audit your current marketing, map your customer journey, and build a 90-day action plan you can actually execute."

## What's Included:

- Deep-dive discovery session (90 mins)
- Complete customer journey audit
- Competitor and market analysis
- Messaging and positioning framework
- 90-day prioritised action plan
- Website and content recommendations
- 2x follow-up calls to answer questions

## Who It's For:

"Owner-led businesses with £500k-5M revenue who are ready to stop guessing and start growing strategically."

**CTA Button:** "Book A Discovery Call →"

Micro-copy: "Free 30-minute call to see if we're a good fit. No obligation."

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## Option 3: Implement (High Touch)

### Blueprint + Implementation Support

**Price:** £4,995

**Headline:** "Strategy plus ongoing guidance"

"Everything in the Blueprint, plus 90 days of support to help you implement. Weekly check-ins, feedback on your work, and someone in your corner."

#### Additional to Blueprint:

- Weekly 30-minute check-in calls for 90 days
- Unlimited email support
- Review and feedback on all marketing materials
- Priority access for questions

**CTA Button:** "Book A Discovery Call →"

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## Agency Services

### The Marketing Portal Agency

**Headline:** "Want us to do it for you?"

"If you'd rather hand over implementation entirely, our agency team can execute your Blueprint. Website builds, content creation, email sequences, ad management — done for you."

**CTA Link:** "Learn about agency services →"  
(Links to separate agency page or The Marketing Portal website)

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## Comparison Section

Simple comparison helping visitors choose:

- "I want to learn and do it myself"** → Membership
  - "I need a clear plan first"** → Blueprint
  - "I want strategy AND support"** → Blueprint + Implementation
  - "I want someone else to do it"** → Agency
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## FAQ Section

### **"How do I know which option is right for me?"**

"Book a free discovery call. We'll talk through your situation and I'll honestly tell you which option fits — even if that's none of them."

### **"What if the Blueprint doesn't work for me?"**

"If you do the work and don't see value, I'll work with you until you do. I'm not interested in taking money for something that doesn't help."

### **"How long before I see results?"**

"The Blueprint gives you a 90-day plan. Most clients see improved clarity immediately and measurable results within 3-6 months of consistent implementation."

### **"Do you work with businesses outside the UK?"**

"Yes. I work with businesses in the US and elsewhere. Everything's done via video call — location doesn't matter."

# Resources Page

*Goal: Provide value, capture emails, demonstrate expertise.*

## Hero Section

### Headline

"Free stuff that actually helps."

### Subheadline

*"No fluff. No 47-page ebooks full of nothing. Just practical tools to make your marketing easier."*

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## Featured Resource

### The Perfect Customer Journey Guide

**Format:** PDF download

"The complete framework explained. Understand the 6 stages, identify your gaps, and get the planning worksheet to map your own journey."

Email capture form: Name, Email, Button: "Get The Free Guide"

Image: Mockup of the guide

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## Additional Resources

### Resource Grid

3-4 additional free resources, each with:

- Title
- Brief description (1-2 sentences)
- Format (PDF, Video, Template)
- Email gate or direct download

### Resource Ideas:

**Marketing Health Check:** "10 questions to diagnose your marketing in 5 minutes"

**90-Day Marketing Planner:** "Simple template to plan your next quarter"

**Website Conversion Checklist:** "15 things your website needs to generate leads"

**Email Welcome Sequence Template:** "The 4 emails every business should send to new subscribers"

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## Tools Section (Future)

### Headline

"Tools to make life easier"

Placeholder for future paid products:

- Customer Journey Workbook (£47)
- Content Planning Templates (£27)
- Marketing GPTs (various)

# Blog

*Goal: SEO, authority building, nurture content, social media fuel.*

## Blog Index Page

### Headline

"Marketing made easier."

### Subheadline

*"Plain-English advice for business owners who don't have time for complicated."*

### Layout

Clean grid or list layout. Each post shows:

- Featured image
- Title
- One-line excerpt
- Category tag
- Read time

### Categories

Based on your content pillars:

- Strategy — Big picture thinking, frameworks, planning
- Foundations — Basics explained simply, how-tos
- Action — Motivation, mindset, getting unstuck
- Systems — Tools, automation, efficiency

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## Blog Post Template

### Structure

11. Hook — Bold opening that addresses a pain point
12. Problem — Why this matters, what's going wrong
13. Solution — The simple fix, explained clearly
14. Action — What to do next (specific steps)
15. CTA — Relevant next step (guide, call, related post)

### Sidebar/Footer

- Email signup box
- Related posts
- About the author (brief)

## Initial Content Priorities

Based on your Blueprint, prioritise posts that:

16. Answer questions your ideal clients search for
17. Address objections to working with you
18. Showcase your framework and thinking
19. Can be repurposed to LinkedIn/email

## Suggested First 10 Posts:

20. Why Your Marketing Isn't Working (And What to Do Instead)
21. The 6-Stage Customer Journey Every Business Needs
22. What to Do Before Hiring a Marketing Agency
23. Marketing for Business Owners Who Hate Marketing
24. How to Create a 90-Day Marketing Plan
25. Why Simple Marketing Beats Clever Marketing
26. The Real Reason Your Website Doesn't Generate Leads
27. Stop Building Half-Finished Bridges
28. What I'd Do If I Was Starting Marketing Today
29. The Marketing Mistakes I Made (So You Don't Have To)

# Contact Page

*Goal: Simple, low-friction way to get in touch.*

## Layout

Clean, simple. No unnecessary fields.

### Headline

"Let's talk."

### Subheadline

"Got a question? Want to see if we're a good fit? Drop me a message."

### Contact Form

- Name (required)
- Email (required)
- Message (required)
- How did you find me? (optional dropdown)

**Button:** "Send Message"

### Alternative Contact

"Prefer email? [jamie@jamieclarke.online](mailto:jamie@jamieclarke.online)"

"Or book a call directly: [Calendar link]"

### Response Expectation

"I reply to every message personally, usually within 24 hours."

# Technical Specifications

## Design System

### Typography

**Headlines:** Montserrat Bold

**Body:** Montserrat Regular

**Sizes:** H1: 48-64px, H2: 32-40px, H3: 24-28px, Body: 16-18px

### Colours

**Primary Red:** #BE1E2D — CTAs, accents, emphasis

**Black:** #000000 — Headlines, body text

**White:** #FFFFFF — Backgrounds

**Light Blue:** #34778D — Secondary accent, links

**Dark Red:** #8F1622 — Hover states

**Light Grey:** #D3D3D3 — Borders, dividers

**Lighter Grey:** #F8F8F8 — Section backgrounds

**Text Grey:** #666666 — Secondary text

### Spacing

Generous white space throughout. Sections separated by 80-120px. Paragraphs 24-32px apart.

### Buttons

**Primary:** Red background (#BE1E2D), white text, rounded corners (4-8px)

**Secondary:** Transparent with red border, red text

**Hover:** Darken to #8F1622

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## Responsive Considerations

- Mobile-first design — majority of traffic will be mobile
- Single column layouts on mobile
- Touch-friendly button sizes (minimum 44px)
- Readable text without zooming (16px minimum)

- Fast loading — optimise images, minimal scripts
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## Key Integrations

- Email marketing: Connect forms to email platform (ConvertKit, Mailchimp, or GHL)
  - Calendar: Calendly or similar for booking calls
  - Analytics: Google Analytics 4, plus conversion tracking
  - Chat: Optional — consider for higher engagement
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## SEO Foundations

- Clear URL structure: /about, /perfect-customer-journey, /work-with-me
- Unique title tags and meta descriptions per page
- Schema markup for local business and person
- Blog posts optimised for target keywords
- Fast loading (Core Web Vitals compliant)

# Implementation Priorities

## Phase 1: Foundation (Weeks 1-2)

- 30.Homepage — This is your front door. Get it right first.
- 31.About Page — Builds the connection and credibility.
- 32.Contact Page — People need a way to reach you.
- 33.Lead Magnet — Perfect Customer Journey Guide setup and email capture.

## Phase 2: Authority (Weeks 3-4)

- 34.The Perfect Customer Journey Page — Your framework, your authority.
- 35.Work With Me Page — Clear offers, clear paths.
- 36.Resources Page — Additional lead magnets and value.

## Phase 3: Content (Weeks 5-8)

- 37.Blog Setup — Structure, categories, first 3-5 posts.
- 38.Case Studies — Document 2-3 client transformations.
- 39.Email Sequences — Welcome sequence for new subscribers.

## Phase 4: Optimisation (Ongoing)

- 40.Analytics review — What's working, what's not.
  - 41.Conversion rate optimisation — Test headlines, CTAs.
  - 42.Content expansion — Regular blog posts, new resources.
  - 43 SEO — Build authority, target keywords.
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## Success Metrics

**Traffic:** Unique visitors per month

**Engagement:** Time on site, pages per session

**Conversion:** Email signups, guide downloads

**Pipeline:** Discovery calls booked, proposals sent

**Revenue:** Clients won, attributed to website

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## Closing Note

This website plan is built directly from your MarketSauce Blueprint. Every page, every section, every word is designed to speak to the specific people you've identified — owner-led businesses who are overwhelmed, burned by agencies, and hungry for clarity.

The design should feel like you: warm, direct, helpful, no-nonsense. Not another sterile corporate site. A place where the right people feel understood and the wrong people politely filter themselves out.

Simple always wins. Let's build something that works.

— End of Website Plan —

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