worthitgear.com

1. ***Purpose***
   1. The purpose of worthitgear.com is to review all types of gear by taking into account people’s real-life experiences gathered from forums and reviews and combine them into a summary type review that covers all of the highlights whether it be good or bad. Pros and cons, what it’s for and who it’s for.
2. ***Monetization***
   1. Make passive income once automated through affiliated links linked from this site to the sellers site.
3. ***Pages to Include not including review pages***
   1. A short “How We Review” page explaining your method (analysis of 1,000s of real reviews, not personal opinion)
4. ***Site offerings/ideas***
   1. Once in a category page for example golf, the user can then click a drop-down filter that lets them organize by under 500, or best clubs, or best clubs of 2024 and it will form its own list.
   2. Just a static site that each page can drill into from a menu with preset simple logic already displayed such as that information already list for that particular page.
5. ***General Site needs***
   1. *A landing page that describes why the information is better than one persons or reading through user reviews from different sites.* “We analyze 1,000+ real-world reviews along with subject matter experts testimonials/ complaints per product so you don’t have to. Only the gear that’s *actually* worth it.”
      1. ***BRAND VOICE & POSITIONING***

*“Real-world data, smartly summarized”*

*“Only gear that’s actually worth it”*

*Not personal reviews — analysis-based*

*Trustworthy, clear, no clutter*

* 1. *“Worth it” score for products from 1 to 10*
  2. Compare Models” page (side-by-side tables)
  3. Top 5 Picks” pages by category (e.g. Best Camping Tents 2025)
  4. Example layout idea

**Product: *TechGolfClub 2025***

Background: A wide-angle shot of a fairway

Accent color: Deep green or slate blue

Font/button styling: Still matches rest of site

**Product: *Top Fishing Rods***

Background: A marlin breaching, maybe faded into the top banner

Accent color: Navy or aqua

Font/button styling: Still the same as golf page

1. ***Site Structure***

**STRUCTURE & CONTENT PLAN**

* **Homepage layout**
  + Short mission statement
  + Main category tiles
  + Featured “Top Picks” section
* **Main categories**
  + Sports/Outdoors
  + Tech & Tools
  + Amazon Finds
  + (Any future additions)
* **Product review page layout**
  + Banner
  + Summary
  + What We Found (real-world analysis)
  + Worth It Verdict
  + CTA

**🎨 DESIGN RULES**

* Shared font + spacing style
* Header/footer layout (same on all pages)
* Category-specific visual themes:
  + Golf → Fairway image + green accent
  + Fishing → Ocean/marlin + blue accent
  + Tech → Sleek desk background + grey/blue
* Button/link styling rules