Page count: 14+
Master templates: 5

Distribution Note
Vitamin and ImQuest to discuss how fulfillment will be handled.

Homepage Note
Homepage to contain:
1. "Buy" button or call-to-action in nav, and "Free Sample" button in the nav.
2. "Buy" call-to-action section on homepage.
3. Homepage will be a gender neutral landing page with emphasis on anal.
4. Call-out focusing on the science-based approach used in creating this product, possibly paired with a video of Bob talking about the product.

Shopping Cart Note
Shopping cart will be powered by WooCommerce, which is designed to integrate directly into WordPress, the technology the site will be running on. We will most likely not have a "Shop" because we are only selling one product. This is why we have "buy" in the nav. Clicking this button would begin the check-out process.

Home

Why Fl!p Lube

Our Story

The Science of Sexy

Blog

FAQ

Media

Why Fl!p Note
This page will go into detail about why Fl!p is smarter choice for personal lubricant. The page will be broken into 4 sections:

1. What Makes Fl!p Different?
2. FDA Approved
3. Fertility Friendly
4. Comparison Chart

Link to scientific white paper in sidebar like YesYesYes? Or call-out to read expert testimony?

Our Story Note
The landing page for the about section will take the format of a narrative, outlining the values, science, and origin of Fl!p.

(Into Overview)

Expert Articles

ARTICLE
ARTICLE
ARTICLE

The Science of Sexy Note
This section will go into detail about the science behind our product. The Expert articles will consist of interviews or articles by experts basically validating our claims.

ARTICLE
ARTICLE
ARTICLE

FAQ Note
This section will be outline the most common questions people ask about our product. This will probably change over time as customer engagement increases. Good Clean Love has a good FAQ section: https://goodcleanlove.com/faq/#ordering---shipping

Media Note
This section will contain resources for the media.

Ancillary Pages (Located in Footer)

Contact Us

Free Sample

Healthcare Professionals

Media

Privacy Policy

Healthcare Professionals
This area of the site would be marketed at Ob/Gyns and the like. This tactic would be more about getting in front of our female audience than profitability. Astroglide has a great example of this: http://www.astroglide.com/healthcare-professionals/

Website Footer
The website footer will contain:
1. Social icons for Facebook and Instagram and Periscope
2. Newsletter Sign-up form
3. Searchbar

General Site Note
The shopping cart will be present on every page. Site will have various "Did You Know?" call-outs sprinkled throughout. These items will call attention to Fl!p's competitive differences and main selling points. A "Buy Fl!p" call-to-action will most likely be present on every page of the website.

Site Map Key