

## Website Before & After Examples

In the examples below, note how the focus and branding were created first to develop a powerful connection to a specific target market. Looking forward to seeing your exciting transformation too!

### Before



### After



## Before

The 'Before' website design features a blue and green color scheme. The navigation menu includes Home, Blog, Speaking, Coaching, Workshops, About, and Contact Me. The header prominently displays 'Pattie Rydlun' with the tagline 'coaching women in all walks of life' and a logo for 'life coaching for women' with the slogan '...possibilities realized!'. The main content area is divided into two columns. The left column, titled 'Home', features a section for 'Women's Life Coach' with a mission statement and a list of five ways to change one's life today. The right column, titled 'More about Pattie', includes a bio, social media links for Facebook, LinkedIn, and Twitter, a subscription link, and an 'International Coach Federation Member' badge. Below this is a 'Complimentary 1st session' form with fields for name, email, and message, and a security code field.

## After

The 'After' website design features a yellow and blue color scheme. The navigation menu includes Home, Speaker, Coaching, About, and Contact. The header prominently displays 'Pattie Rydlun' with the tagline 'CAREER TRANSITION EXPERT' and a photo of Pattie. Below the header is a section for 'Pattie Rydlun, The Career Transition Expert' with a sub-headline 'has developed a proven 7-Step Career Success Plan that will take you from NO to KNOW HOW.' and a paragraph about her expertise. To the right is a section for 'NEW! E-Book Soon to be Released!' with a sub-headline 'LEARN HOW TO REINVENT YOURSELF TODAY!' and a list of four benefits: 'Hone Your Key Career Skills', 'Maximize Your Job Prospects', 'Boost your Income This Year', and 'Supercharge an Existing Career'. Below this is an image of the e-book cover 'CAREER TRANSITION in a Challenged Economy'.

After website designs above where created in Word Press by Kim Doyle  
[www.thewpchick.com](http://www.thewpchick.com)