FREE LAYOUT PLANS

The Starter Layout Pack

3 homepage layout plans for different kinds of business, with section-by-section build notes for Divi and a quick-start guide to colors and fonts.

Format: 3 homepage layout plans plus a colors-and-fonts quick start, with tick boxes for each section

Use it for: Planning and building a new homepage in Divi without starting from a blank page

How to use these layout plans

Pick the layout plan closest to your business. Build the sections in the order shown, top to bottom — each item names the section, what goes in it, and how to build it in Divi. Tick each section as you finish it. Set your colors and fonts first (see the quick start at the end) so every section matches.

Layout 1 — Service business (coach, consultant, local service)

Goal: get visitors to book a call or send an enquiry

☐ **1. Header**
Logo left, short menu (Services, About, Contact), one button on the right such as "Book a call". Build it once in the Divi Theme Builder as a global header.

☐ **2. Hero**
Headline saying what you do and for whom, one supporting line, one button. Use a full-width section with a single column and a light background image or plain color.

☐ **3. Problem → solution**
Two short paragraphs: the problem your visitor has, then how you solve it. Use a two-column row: text on one side, a relevant image on the other.

☐ **4. Services**
Three cards, one per service: name, one-line description, "Learn more" link. Use a three-column row with a Blurb module in each column.

☐ **5. How it works**
3 numbered steps from first contact to result. Use a three-column row with Number Counter or Blurb modules, or a simple text list.

☐ **6. About you**
A real photo and two or three sentences about you and why you do this work. Use only facts you can stand behind.

☐ **7. Call to action**
Repeat the hero button with one line of reassurance about what happens next. Use a full-width colored section with a Call To Action module.

☐ **8. Footer**
Contact details, legal page links (privacy, terms) and the menu again. Build it in the Theme Builder as a global footer.

Layout 2 — Online course or creator

Goal: grow the email list and sell a course or digital product

☐ **1. Header**
Logo, menu (Courses, Free resources, About), and a "Get the free guide" button.

☐ **2. Hero with opt-in**
Headline about the result your free resource helps with, plus an email sign-up form right in the hero. Use a two-column row: copy left, form right (Email Optin module or your email provider's embed).

☐ **3. Who it's for**
A short list of who it suits — and who it doesn't. Use a Text module with a bullet list.

☐ **4. Featured course or product**
Product name, a few lines on what is inside, price, and a button. Use a two-column row with an image and text, or a Pricing Tables module for a single product.

☐ **5. Free content**
3 recent posts or videos that show what you teach. Use a Blog module filtered to one category, set to 3 posts.

☐ **6. About the creator**
A real photo and a short, factual bio.

☐ **7. FAQ**
4–6 real questions about the course or product: access, format, refunds. Use a Toggle or Accordion module.

☐ **8. Footer**
Legal links, email sign-up repeated, social links you actually use.

Layout 3 — Small online shop

Goal: get visitors browsing and buying products

☐ **1. Header**
Logo, product categories in the menu, search, and cart icon. Build the global header in the Theme Builder with a Menu module that shows the cart.

☐ **2. Hero**
One clear line about what you sell and a "Shop now" button linking to the main shop page. A full-width image of your real products works well.

☐ **3. Featured categories**
3–4 category tiles with an image and name. Use a four-column row with Image modules that link to each category.

☐ **4. Best-selling or new products**
A row of 4–8 products. Use the Woo Products (Shop) module filtered to featured or recent products.

☐ **5. Why buy here**
3 short points with facts you can back up, such as your real shipping area, real return window, or how products are made. Don't promise delivery times your supplier can't meet.

☐ **6. Shipping and returns summary**
2–3 lines linking to the full shipping and returns policy pages.

☐ **7. Email sign-up**
One line on what subscribers get and a short form.

☐ **8. Footer**
Contact details, policies (shipping, returns, privacy, terms), and payment methods you really accept.

Quick start — colors and fonts

Set these once before you build, so every layout matches

☐ **1. Choose 1 main brand color, 1 accent color for buttons, and 2 neutrals (a dark text color and a light background)**
Keep text dark on light backgrounds for easy reading.

☐ **2. Add the colors to Divi's global colors so you can reuse and update them everywhere**

☐ **3. Pick 2 fonts at most: one for headings and one for body text**

☐ **4. Set the fonts in Divi's theme options or global font settings, not module by module**

☐ **5. Set body text to at least 16px, with comfortable line height**

☐ **6. Give all buttons the same accent color and style**

☐ **7. Check every section on a phone using Divi's responsive view before you publish**

> **Note:** These are layout plans and build notes, not import files. Divi is a trademark of Elegant Themes; this guide is independent and not endorsed by them. Module names may differ slightly between Divi versions.

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