

COHN Nutrition Digital Home scope breakdown.

This is the addendum version of the scope: a clearer breakdown of the work inside the Smart Website Pro Digital Home plan. It does not replace the current proposal. It gives Sherri and Dr. Cohn the deliverables, the reason each one matters and the source material COHN will need to provide.

PATH ONE

\$6K

COHN Nutrition Growth System with ongoing monthly support.

PATH TWO

\$7.5K

COHN Nutrition plus public-facing clinic visibility support.

CONTENT

2K+

Minimum target words per approved long-form article.

DIGITAL HOME CONCEPT

A working home base, not another brochure.

The Smart Website Pro method treats the site like a structure: a clear front door, answer rooms, product paths and follow-up hallways.

01 Front door

Visitors understand the Cohn Method and where to start.

02 Answer rooms

Products, claims, questions and proof each get a clear place.

03 Follow-up hallways

Interest moves into CRM, education paths and support sequences.

TWO PRACTICAL PATHS

The choice is how much of the COHN world gets included now.

COHN Nutrition is the main product sales system. Cohn Health Institute can be added as a public visibility and content layer without pulling the project into patient communication or clinical automation.

OPTION 1

COHN Nutrition Growth System

Build the product sales system around COHN Nutrition, the Cohn Method and the Carbon launch path.

Setup	\$6,000
Monthly support	\$1,800/mo

OPTION 2

COHN Nutrition + Cohn Health Institute

Build the COHN Nutrition system and add public-facing clinic visibility, content planning and article support.

Setup	\$7,500
Monthly support	\$2,500/mo

The setup covers strategy, structure, build, configuration and launch work. The monthly covers ongoing support after launch: technical upkeep, site improvements, follow-up adjustments, content and visibility work where included and continued help as products, campaigns and customer questions change.

OPTION 1 DELIVERABLES

COHN Nutrition Growth System.

This path focuses first on COHN Nutrition, the Cohn Method, the product buyer path and the launch system around Carbon.

- **Digital Home strategy and site architecture**

We map the site around how a buyer decides: what they need to understand first, where each product fits and what action should happen next.

- **Homepage rebuild around the Cohn Method**

The homepage becomes the front door. It explains the brand, the method, the product path and the next best step without making visitors connect the dots alone.

- **Product-led buyer path**

H2 Blast, RESET, Daily Greens and Carbon each get a clearer role in the daily routine, so customers understand what to buy and why.

- **Start Here product-fit tool**

A guided quiz or selector helps visitors find the right starting point and can recommend a product, routine or bundle based on what they are trying to solve.

- **Carbon launch path**

Carbon gets a prepared place on the site before launch, with teaser copy, product education, launch updates, follow-up capture and a clear connection to the morning nourishment step.

- **Product decision pages or sections**

Each product gets stronger education around what it is, who it is for, when to use it, how it fits into the Cohn Method and what to do next.

- **WooCommerce purchase path support**

WooCommerce can stay in place while the customer path improves. The build should preserve checkout, product links and existing purchase mechanics.

- **Affiliate and referral flow review**

We review the current affiliate/referral setup so the new site does not disrupt what already works. The affiliate side supports the business without taking over the first customer impression.

- **Replacement CRM and follow-up system**

The new system replaces Klaviyo as the primary follow-up layer. We will review the current Klaviyo workflows before replacing them, then use what is useful as direction for the new system: timing, product interest, customer segments, abandoned interest, education sequences and post-purchase follow-up.

- **Email and SMS follow-up sequences**

Follow-up paths can be built for people who buy, people who do not buy, people who ask questions and people who need more education before deciding.

- **Lead and source capture**

Forms, quiz results, chat, product interest and other key actions should be captured so COHN can see where interest is coming from and what people care about.

- **AI chat/text assistant**

A site assistant can answer product questions, guide visitors to the right page and support the buyer path using approved COHN product information.

- **Optional AI voice assistant**

A voice assistant can be added for guided education, product questions or lead routing if it fits the final customer path and can be trained from approved source material.

- **SEO, AEO and AI-answer content structure**

The site content should be organized so people, Google and AI-answer tools can understand the Cohn Method, the products and the questions each product answers. As part of the topical map, we will generate long-form educational articles with a minimum target of 2,000 words per article. These articles will be built from COHN-provided source material and reviewed through a human-in-the-loop approval process before publishing.

- **ADA / accessibility foundation**

ADA/accessibility support includes clearer page structure, readable contrast, mobile-friendly spacing, labeled buttons and forms, keyboard-friendly navigation, image alt text workflow and practical accessibility improvements across the customer path.

- **Controlled CMS editing path**

Sherri should have a safer way to request or make approved updates without worrying that a simple content change will break the site.

- **Blueprint and kickoff session**

The project starts with a focused session to confirm product priorities, launch timing, approval roles, access needs and the build order.

- **Asset and access intake**

We collect the product assets, approved claims, source material, admin access and technical details needed to build cleanly.

- **Review checkpoints before launch**

The site is reviewed in stages so major decisions are approved before launch, including structure, copy, product flow, visual direction and launch readiness.

- **Team onboarding and launch support**

The team gets walked through the new system, the editing process and the follow-up structure before and during launch.

- **Ongoing monthly support**

Monthly support is included after launch. This covers technical upkeep, site improvements, follow-up adjustments, content and visibility work where included and continued help as products, campaigns and customer questions change.

OPTION 2 ADDITIONAL DELIVERABLES

Cohn Health Institute visibility support.

This includes everything in Option 1 and adds public-facing structure, content and visibility support for Cohn Health Institute. It does not include patient communication systems, medical records, private patient workflows, HIPAA automation or clinical automation.

- **Public clinic site structure review**

We review the public clinic website and identify where structure, page organization or copy can be improved.

- **Clinic SEO, AEO and topical map**

We look at how the clinic can show up better for relevant public searches and answer-style discovery. As part of that topical map, we will generate long-form educational articles with a minimum target of 2,000 words per article. These articles will be based on COHN-provided source material and reviewed through a human-in-the-loop approval process before publishing.

- **Topic map for services and modalities**

We outline content opportunities around public-facing clinic services, wellness topics and modality education.

- **Service page and article recommendations**

We identify which pages or articles would help visitors better understand the clinic's services and public authority.

- **Dr. Cohn brand voice capture**

We document how Dr. Cohn should sound in public-facing content: credible, warm, grounded and plainspoken.

- **Human-approved content workflow**

Clinic-related content stays reviewed by a human before publishing. This protects tone, accuracy and public-facing claims.

- **ADA / accessibility support for clinic site**

The clinic site can receive the same ADA/accessibility review and practical public-site improvements.

- **Public inquiry support where appropriate**

If selected, we can support general public inquiry paths from the clinic website. This stays outside patient communication systems and clinical workflows.

- **Membership or modality growth planning**

If the clinic wants to grow non-practitioner-dependent offers, we can plan public pages, waitlists or inquiry paths for memberships or in-office modalities.

- **Ongoing monthly visibility support**

The bundle includes continued visibility and content support for the clinic side, tied to the approved scope and public-facing content plan.

SOURCE MATERIAL

COHN provides the source data. We build from it.

The article and topical map work depends on approved material from COHN. That keeps the content useful, specific and safe for review.

Nutrition sources

- Product labels and ingredient sheets
- Approved claims language
- Existing product education
- Usage guidance and customer questions
- Carbon launch timing, certification status and product details

Scientific and voice sources

- PubMed/source references or a starting source library
- Dr. Cohn videos or interviews
- Articles, emails, recordings or prior educational material
- Final approval rules for product and science claims

Clinic sources if Option 2 is selected

- Public clinic service descriptions
- Modality information
- Approved public-facing education
- Clinic article or FAQ material safe for public use

WHAT COHN NEEDS TO PROVIDE

Access and approvals needed to begin cleanly.

This list is meant to prevent delay once the project starts. Some items may already exist. The kickoff confirms what is ready and what still needs to be gathered.

Website and store

- COHN Nutrition website/admin access
- WooCommerce access and plugin/API details
- Affiliate and referral setup details
- Fulfillment and payment flow details
- Current Klaviyo/email/SMS setup for workflow review before replacement

Product and content

- Product assets and product photography
- Product labels, ingredient sheets and approved claims
- PubMed/source references or a starting source library
- Existing product education, usage guidance and customer questions
- Carbon launch timing, certification status and product details

Review and clinic items

- Dr. Cohn voice references: videos, interviews, articles, emails or recordings
- Final approval owner for copy, design, product claims and launch decisions
- Cohn Health Institute WordPress access if Option 2 is selected
- Clinic service descriptions, modality information and approved public-facing education if Option 2 is selected

RECOMMENDED NEXT STEP

Use the blueprint session to lock the real build order.

The next conversation should settle the path, the launch sequence and who approves the material that touches product claims.

01

Choose Option 1 or Option 2.

Decide whether the clinic visibility layer starts now or waits until after COHN Nutrition is live.

02

Confirm Carbon launch timing.

Identify what can be built now and what needs placeholder language until product details are final.

03

Confirm WooCommerce phase-one status.

Decide what stays in place and what needs to be connected or cleaned up.

04

Name the approval owner.

Confirm who approves copy, design, product claims, source references and launch decisions.

05

Set topical map priorities.

Choose which product and education topics should become the first long-form articles.

PAGE ACTIONS

Review the scope, then choose the path.