

Make20K.com — Advanced One■Page Wireframes (Developer Guide)

Purpose: Single■page, high■conversion website explaining Missouri Medicaid caregiver programs (CDS & SFCW) and generating phone calls and lead form submissions.

1. Global Requirements

- One■page layout with anchor navigation
- Mobile■first, fast load
- Illustrated, friendly style (match provided mailers)
- GA4 + Meta Pixel support
- Editable content blocks / CMS preferred

2. Header (Sticky)

- Logo: Make20K (Powered by Emerest – optional)
- Anchor navigation: Home, Learn More, Programs, FAQ, About, Contact
- Primary CTA: Call 833■MAKE■20K (click■to■call)
- Mobile sticky bar: Call Now | Get Started

3. Hero Section

- Headline (placeholder)
- Subheadline (placeholder)
- Illustration / hero image
- Buttons: Call Now, Get Started (scroll to form)

4. Key Benefits

- Stay Home, Stay Local
- Part■Time & Flexible Schedule
- Get Paid Weekly
- Easy & Free Enrollment

5. Program Overview — Consumer Directed Services (CDS)

- Missouri Medicaid program allowing participants to choose their own caregiver
- Caregiver can be family or friend (not spouse or legal guardian)
- Tasks include personal care, meals, cleaning, errands, mobility assistance
- Emerest handles payroll, taxes, compliance
- No cost to participants

6. Program Overview — Structured Family Caregiver Waiver (SFCW)

- Medicaid waiver for individuals with Alzheimer's or related disorders
- Allows family members (including spouses) to be paid caregivers
- Caregiver and participant live together
- Requires nursing home level of care
- Approx. \$67.47/day reimbursement (subject to approval)

7. How It Works

1. Call or submit form
2. Eligibility review & paperwork
3. State Medicaid approval
4. Begin care & receive weekly pay

8. Paid Care Activities

- Bathing, dressing, grooming
- Meal preparation & feeding
- Light housekeeping
- Shopping & errands
- Medication reminders
- Mobility & transfers

9. Eligibility Requirements

- Missouri Medicaid (MO HealthNet)
- Age 18+ (21+ for SFCW)
- Needs assistance with daily living
- Able to self-direct care (CDS)

10. Reviews & Trust Signals

- Display 5-star reviews (Google / Facebook / BBB)
- Simple review carousel or grid

11. Location & Hours

- Service area: Statewide Missouri
- Office: St. Louis, MO
- Hours: Mon–Thu 8am–5pm | Fri 8am–4pm

12. FAQ Section (Accordion)

- What is CDS?

- What is SFCW?
- Is this really free?
- How much can I earn?
- Do I need experience?
- How often do I get paid?

13. Lead Generation Form (Primary Conversion)

Fields: Name, Phone (required), Email, Who do you care for?, County, Program Interest (CDS/SFCW)

- Submit routes to CRM/email
- Thank you message or page

14. Contact Block

- Large click to call phone number
- Reuse lead form

15. Footer

- Phone number
- Address & hours
- Privacy Policy | Terms
- Powered by Emerest
- Required disclaimer text

Required Disclaimer

Actual earnings are not guaranteed and vary based on the program and care plan authorized by the State of Missouri. Medicaid eligibility and approval required. Subject to terms and conditions.