



WEBSITE CONTENT GUIDE

How to write engaging copy that will convert website visitors to fans & customers!

What your website looks like is a big deal. But what's even more important than the colours, fonts, and photos is **YOUR MESSAGE**. That's what sells your stuff. That's what communicates to your audience that you have the solution to their problem, and they should choose YOU over everyone else. It can be a challenge to write website copy, and writing copy that encourages visitors to buy from you is even harder.

This guide will take you through each page of your site, helping you to craft the perfect message every time.

BEFORE YOU START WRITING...

a little foundational stuff!



1. SET SOME GOALS

What are 1-2 main goals you want to achieve with your website? This will work best if you're specific, and if the goal is measurable:

- Sell my products
- Get users to sign up for my email list
- Read my blog posts
- Schedule an appointment

Picking a goal (or 2) will help you to write your website content, because now you know what you're trying to get visitors to do when they visit. When you get stuck, you can come back to your goal to refocus!

List 1 primary goal and 2 secondary goals (if you have them) for your website:

2. MAKE SURE YOU ARE SPEAKING TO YOUR AUDIENCE

When you're writing website copy, avoid using first person words like *I*, *My*, and *Me*. Those are fine on your bio and about page, but otherwise, you need to be speaking directly to your audience. This makes your ideal customers feel like you truly understand their struggles and know how to help them.

Be specific about what they're going to be getting if they take action. Will they be downloading something? Is there a freebie involved? Being descriptive can encourage users to take action more quickly.

INSTEAD OF: TRY THIS:

Click to work with me!	→	Click to schedule your call!
Join our email list!	→	Enter your email to get a \$5 off coupon!
I can help you reach more customers and make more money with a new website.	→	A new website will help you reach more customers, leading to more sales.

3. BE CLEAR ABOUT YOUR VISITOR'S NEXT STEP

If a user clicks through to your sales page, ***what should they do next?***

Think about other related places on your website that they might find useful: a blog post, your services page, or your email list opt-in.

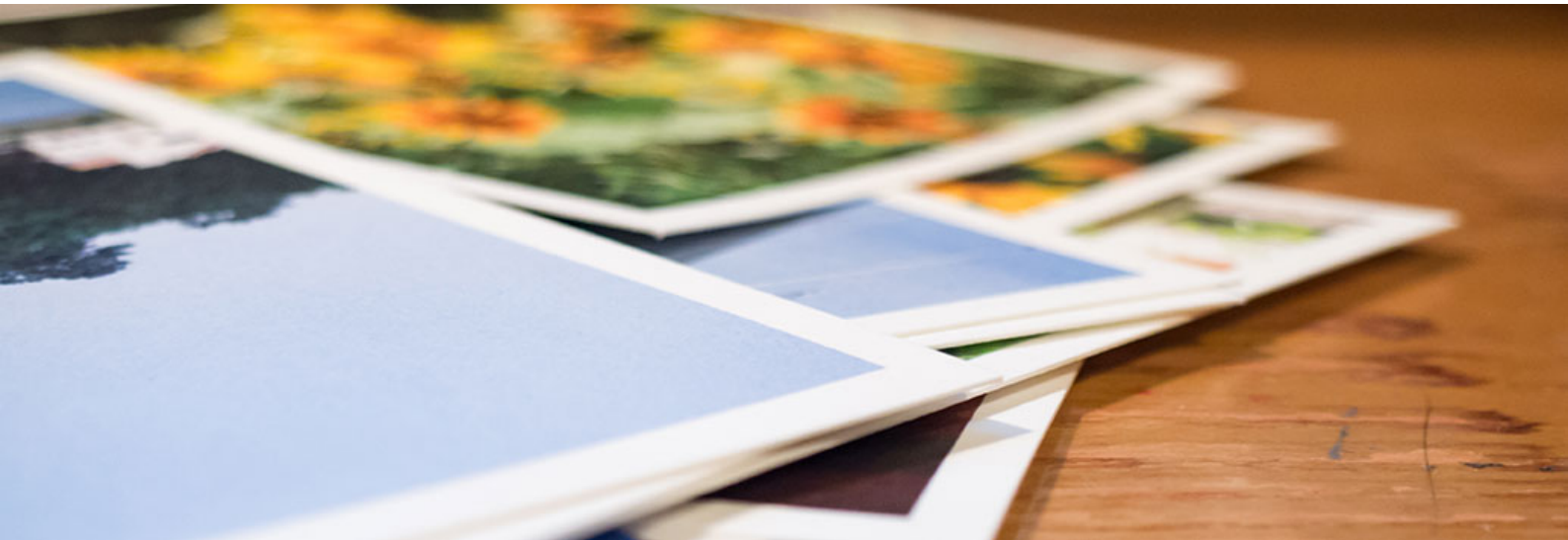
You want to think about creating a path that will guide them through your site, so they can learn more about what you do, and ultimately make a purchase.

4. USE HIGH-QUALITY PHOTOS

It's often best to use actual photos of yourself, your products, etc. but sometimes stock photos are a great fit as well! And you don't need a huge budget for these. Here are a few stock photo resources I'd recommend:

- Shutterstock
- Pexels
- Death to the Stock Photo
- Unsplash
- Creative Market Photos
- StockSnap

When you find photos you like, you can download a free comp version that we can use to try out. After we finalise the images we'll be using on the site, you can then purchase the fully-licensed, hi-res versions of the photos.



OKAY, WE'RE READY FOR CONTENT!

Typically a website will have a homepage, an about/bio page, and a few additional pages to discuss what you're selling. This is just a template for you to use as you build out your content.

HOW TO APPLY YOUR SEO KEYWORDS TO YOUR CONTENT

An example: if you decide that you want to focus on 'yellow umbrella's' for the homepage, you'll want to include that EXACT phrase a few times in the page. **3-4 times is ideal** , and **including it in a headline** is important.

(I'll also include the keyword in some other spots on the page on the back-end/tech side when I build your site.)

You can choose more than one phrase for a page if you'd like! But usually I just start with one because it's simpler, and then add a secondary one if it makes sense.

DON'T FORGET!

Talk to your audience! Think about their pain points and how what you sell can help them. This is especially important on the homepage, because it's typically the first page a user visits.

Impactful headlines and short blocks of text are best – user rarely read long, never-ending paragraphs on the web, so 200-300 word sections separated by headings work well. Bulleted lists are great if it makes sense for the content.

SOCIAL LINKS

What social links do you want to include in the header/footer/contact page?

Please provide full URLs!

Facebook: _____

Instagram: _____

Twitter: _____

Pinterest: _____

LinkedIn: _____

YouTube:: _____

PAGE: HOMEPAGE

Focus Keyword/Phrase:

Primary Call to Action (CTA):

A call to action is what you want the user to do after visiting the page

Other CTAs:

Headline & subheading:

Don't forget your SEO keyword phrase!

Testimonials from past customers/clients:

Sharing stories/reviews from customers who bought from you and were happy with the results builds trust! Include a few that we can rotate randomly or display in a group. Logos or photos with the names adds impact.

Secondary CTA Copy:

Review any secondary goals for the website/this page and write something that will make the user DO THAT! Keep it brief but specific. (duplicate this block if you need more than one!)

PAGE: ABOUT

Focus Keyword/Phrase:

Primary Call to Action (CTA):

A call to action is what you want the user to do after visiting the page

Navigation Label:

This is how the page will be labeled on the main menu of your website.

Headline & subheading:

Don't forget your SEO keyword phrase!

TIPS FOR WRITING A GREAT ABOUT PAGE:

- Treat this like a sales page! Outline what you do/sell, why you do it, who you do it for, and how your unique perspective/process/experience will benefit your audience.
- Provide background/history of your business
- Write a short personal bio (if it applies & you want to share - remember that people buy from people!)
- Focus on how you do things differently; why you?
- Include photos of yourself and/or your team
- Provide customer testimonials for social proof, links to media mentions & features

Page Content:

Don't forget your SEO keyword phrase!

PAGE: SERVICES / SALES PAGES

Focus Keyword/Phrase:

Primary Call to Action (CTA):

For a sales page, this is usually a call to buy or contact! So a link to the contact page, purchase/enrolment page, etc.

Navigation Label:

This is how the page will be labeled on the main menu of your website.

Headline & subheading:

Don't forget your SEO keyword phrase!

TIPS FOR WRITING A GREAT SALES PAGE:

- Outline what you do/sell, why you do it, who you do it for, and how your unique perspective/process/experience is helpful to your audience.
- Focus on the benefits first, then the details

Page Content:

Don't forget your SEO keyword phrase!

PAGE: CONTACT PAGE

Focus Keyword/Phrase:

Primary Call to Action (CTA):

This is usually filling out a form, or clicking to a scheduler/calendar, something like that!

Navigation Label:

This is how the page will be labeled on the main menu of your website.

Headline & subheading:

Don't forget your SEO keyword phrase!

WHAT TO INCLUDE ON A CONTACT PAGE:

- Your basic contact info: address, phone, email, social links
- Embedded Google Maps if it applies
- A general contact form and/or a link to a third-party scheduler (like Calendly, Acuity, etc)

Page Content:

Don't forget your SEO keyword phrase!

CONTACT FORM STANDARD FIELDS:

Name, Email, Address, Phone number, open field for Message

Add Additional Fields Here:

Form Questions:

Where do you Want emails to be sent?

What should the thank you/confirmation message say after submission?

Do you want an automated email to be sent to the user after submission? If so, include the content below.

PAGE: PRIVACY POLICY

It's a good idea to include a privacy policy on your website, especially if you have a contact form or do any sort of analytics tracking to monitor site traffic.

THINGS THAT YOUR PRIVACY POLICY SHOULD DO:

- Tell the user who you are
- what data you collect
- why you collect the data
- for how long you retain it
- which third parties receive it (if any – Google Analytics, MailChimp, ConvertKit, etc)

You can find many samples and guidelines on Google or have one written by a lawyer.

PUTTING IT ALL TOGETHER

Now that you've written all of your website content, it's time to build your site!

