WEBSITE CONTENT
Planner

Welcome to your website content planner.

Gathering content for your site may feel like an overwhelming and daunting task. But never fear! This content planner is designed to help you get started on the right foot.

Inside you'll find helpful information concerning what's important to include on the four most commonly used website pages (Home, About, Services/ Products & Contact). When you start writing your content, we suggest using a Word document or Google doc. This will make it easy to cut and paste when it comes to inserting in your website or handing it over to your web designer.

First things

Let's Get Started!

Home Page

Your home page sets the tone for your entire site. It includes your main message (sometimes this is just a title or slogan) and a welcome message (approximately 1-3 paragraphs). Include enticing Call-To-Action (CTA) buttons so your visitor is taking the action you want them to take. Offer an opt-in for people to sign up for your emails. Describe your services. Include testimonials to help build trust.

Home Page Checklist

- Main Message
- Page Content
- Photos/Images
- Call-to-Action/Opt-in
- Services/Products
- Testimonials
- Social Links

About Page

Believe it or not, the About Page is one of the most frequented page by website visitors. This means it offers the perfect opportunity to sell your business and what you offer. Write your content so it's customer-oriented. Address their pain points and how you alleviate them. Include your CTA. And, add a couple of testimonials while you're at it. This helps to continue to build trust. You can include your story of why you do what you do. This helps add the human touch and makes your business relatable.

About Page Checklist

- Page Content
- Page Photos
- Call-to-Action
- Testimonial(s)

Services Page

The first priority for this page is to be clear. If visitors have to figure out what kinds of products or services you provide, they won't take many more steps after that. Make sure the descriptions of what you provide are brief and concise. Stick to the most important benefits, unique or distinguishing characteristics, and answer any questions. Use visuals, simple terminology, keywords (to help with SEO), and supplement with additional pages if needed.

Services Page Checklist

- Page Content
- Page Photos
- Call-to-Action
- Keywords
- Benefits

Contact Page

Best practices for a contact page include:

Easy to find and accessible
Email and phone number
A short form to gather pertinent information
Call-to-Action
Links to social media accounts
Straightforward and simple as possible

Contact Page Checklist

- Basic contact info
- Page Photos
- Call-to-Action
- Form
- Links to social accounts

Need a little help?

Feel free to email me:

ruthann@thebowenagency.com

Say Hello!

https://www.pinterest.com/ruthann0276/

linkedin.com/in/ruthann-bowen

WIX DesignHer