

Writing the Content for Your Website

In this report I'll show you the different pages that you may want to include in your website and what to write for those pages.

First, here are some basic tips for writing copy.

- Write as though you are talking to one person
 - WRONG WAY: We provide excellent customer service for our clients
 - RIGHT WAY: You will receive excellent customer service when you work with us.
- Write in “you” language not “us” language, in other words put the reader first
 - WRONG WAY: We give you this benefit
 - RIGHT WAY: You get this benefit when you work with us
 - WRONG WAY: We provide free delivery
 - RIGHT WAY: When you purchase this product, you get free delivery
- Give specific examples whenever possible
 - WRONG WAY: We save our clients money
 - RIGHT WAY: Our average client in 2005 saved \$3,021.
- Don't use qualifying language
 - WRONG WAY: We're like to say we're the best value in town
 - RIGHT WAY: Our clients tell us we're the best value in town
 - RIGHT WAY VERSION 2: Are you ready for the best value in town?
- Use titles and bolding – people tend to skim through websites so you want it to make since even if they just read the titles, subtitles and bolded text
- Use bullet lists

None of these tips are steadfast rules. You'll find there are times when they don't fit into the message you're trying to communicate.

How it Works

This report is meant to be a workbook. It will list each page, a brief description, the questions that the page should answer, and an example. You can then take that information and write your own page using your favorite word processor (Word, WordPerfect, etc). You can skip any pages that you don't feel apply.

Home Page

This is the first page people see when coming to your website. It needs to answer the following questions.

What do you do?

What makes you special? In other words, why should the potential client work with you instead of your competition?

What do you want them to do next?

Example:

Basic Websites Under \$500

You don't have to be a big corporation to have your own personal web designer. I'm here when you need me and on the scale you need.

You probably don't have a \$100,000 ad budget and you don't need it. You can get more bang for the buck than the big guys.

Best of all it's not going to cost you a cent to find out what you need. I'll do your initial consultation at no cost to you. Not everyone needs a web site. I want to make sure I can offer you a great solution before you pay anything. [Click here](#) for more information.

About Us Page

This page explains the history of your business, your background, and mission statement. It should answer the following questions.

When did you start your business? (could be omitted if it's too recent)

NOTE: I didn't say how long you've been in business because that will become out of date.

What is your background?

Why did you decide to start this business?

What is the mission of this business?

Example:

About Me

I started Justin's Web Design at the beginning of 2004, because it didn't look like anyone was helping the small business owner. Specifically, no one was offering solutions for the one or two person operations.

I've been building websites since 1998. Within this time frame I came up with systems to speed up the process. This allows me to provide affordable solutions for you.

Mission

Offer affordable, professional quality, websites for small and micro businesses

Services/Products Page(s)

You can use one or more page to describe the services/products that you offer. You can use one page that summarizes all of the products/services, and you can add to that a link for each product, if you need more detailed information. The following information questions should be answered about each product.

What is the benefit to the client? OR What problem does it solve?

What are the important specifications?

What is the price? (if appropriate)

Example:

www.justinswebdesign.com/packages.shtml

Case Studies

This page allows you to profile some past clients or classification of clients. Those profiles will serve as a way for the readers to see how you can help them. You should answer the following questions about each case.

What kind of business/client was this business? (describe client)

What was the problem/need/want that the client had?

How did your product/service help them?

Frequently Asked Questions (FAQ)

If you get the same three or more questions over and over again, you can create this page to answer those questions.

Example:

www.justinswebdesign.com/faq.shtml

Links/Resources

You can use this page to link to other websites that you feel would help your visitor. Also, you'll want to ask those websites to link back to you as that creates link popularity which helps you get better results in the search engines.

Example:

www.justinswebdesign.com/resources.shtml

I hope this report has helped you on your way to better content for your website. Please feel free to contact me if you have any questions.