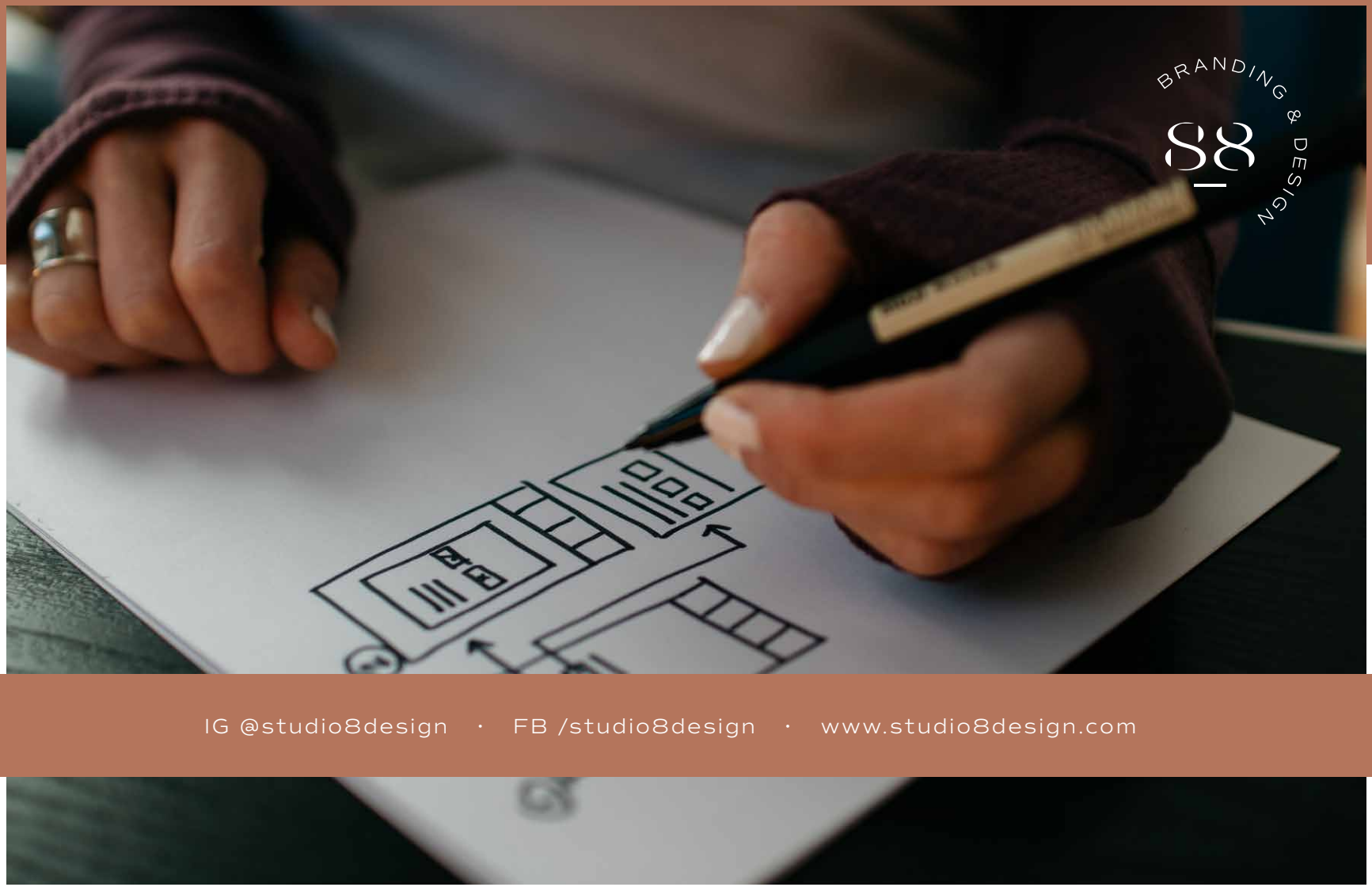
Website Content

CREATION GUIDE



IG @studio8design · FB /studio8design · www.studio8design.com

Contents

Welcome pg. 03

Introduction pg. 04
- Keep it Simple pg. 05
- Message pg. 06
- Navigation pg. 07
- Domain Name pg. 08

Preparing Your Conent pg. 09
- Writing & Formatting pg. 10
- Images pg. 11
- Basic Steps for SEO pg. 13

Page Content pg. 15
- Home Page pg. 16
- About Page pg. 18
- Services Page pg. 20
- Contact Page pg. 22
- Other Pages pg. 24

What's Next pg. 26

Welcome!
Congratulations on making the big step to update or build your website. I'm excited to share this guide with you. It is packed full of valuable tips and tools to help you write your website content, but in bite-size bits so you don't feel overwhelmed.

So, get yourself a coffee, put a smile of excitement on your face, and dive in! If I can help in any way at all, please let me know.

Sara

OWNER/CREATIVE DIRECTOR
STUDIO 8 DESIGN

Studio8

welcome

introduction

INTRO AND TIPS

Keep it simple

Message

Navigation

Domain Name

tip It may be a good idea to grab a calendar when going through this guide and plug in some dates to help you launch on time.

please Keep it simple.

It gets tempting to include everything about yourself and what you offer or do, but simple is best. Massive chunks of info will be overwhelming for your viewers and can be a lot of work to maintain. Chances are nobody will read it all anyway (except, maybe your mum) so focus on what is most important.

If you need to have a lot of copy on a page, break it down into sections as much as possible to keep the readability. The simpler the copy, the more the design can sing and the more it will work to convert.

WORK IN PROGRESS

There is a lot of valueable info in here, and not all will apply to you, so choose what resonates. Some parts you may choose to implement now and others you may back-burner for later. The key now is to keep it simple and get it launched, then let it progress as your business does.

Some tips...

be clear ON YOUR BENEFITS

Visitors to your site need to know how you can help them. Ideally, they are excited about working with you because they trust you and know how you can solve their problem. You develop the know/like/trust factor by showing that you are a real person. Then show them you can help by talking about the transformation they will experience by choosing you.

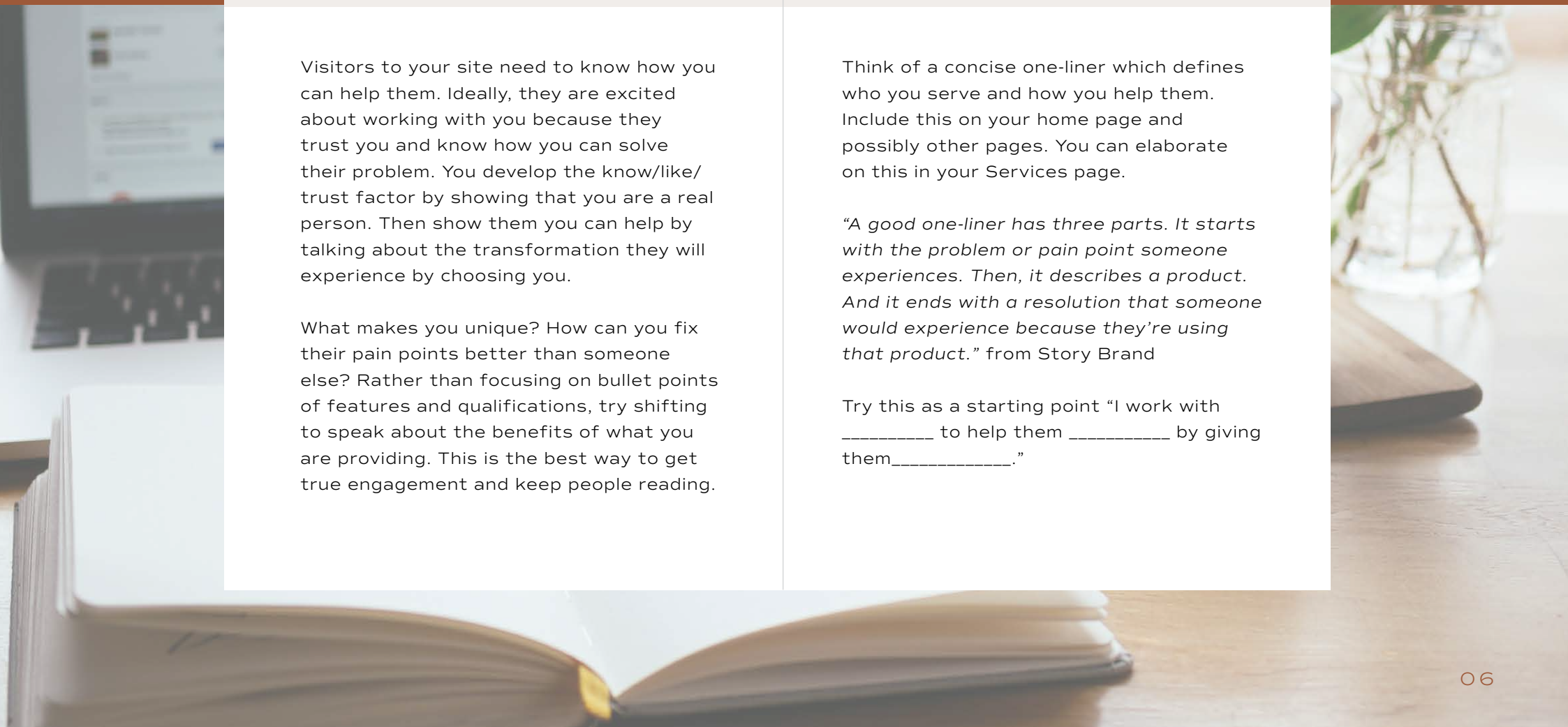
What makes you unique? How can you fix their pain points better than someone else? Rather than focusing on bullet points of features and qualifications, try shifting to speak about the benefits of what you are providing. This is the best way to get true engagement and keep people reading.

be clear ON YOUR MESSAGE

Think of a concise one-liner which defines who you serve and how you help them. Include this on your home page and possibly other pages. You can elaborate on this in your Services page.

"A good one-liner has three parts. It starts with the problem or pain point someone experiences. Then, it describes a product. And it ends with a resolution that someone would experience because they're using that product." from Story Brand

Try this as a starting point "I work with _____ to help them _____ by giving them_____."



Some tips...

website
NAVIGATION

As a general rule of thumb, the fewer pages on your menu/main navigation the better. The best sites are simple and easy to get around. Viewers need to be able to find any piece of info they need within a few seconds - and just a click or two.

I recommend never having no more than 5-6 pages in your main navigation. Think about how to best consolidate information to fit on these pages.

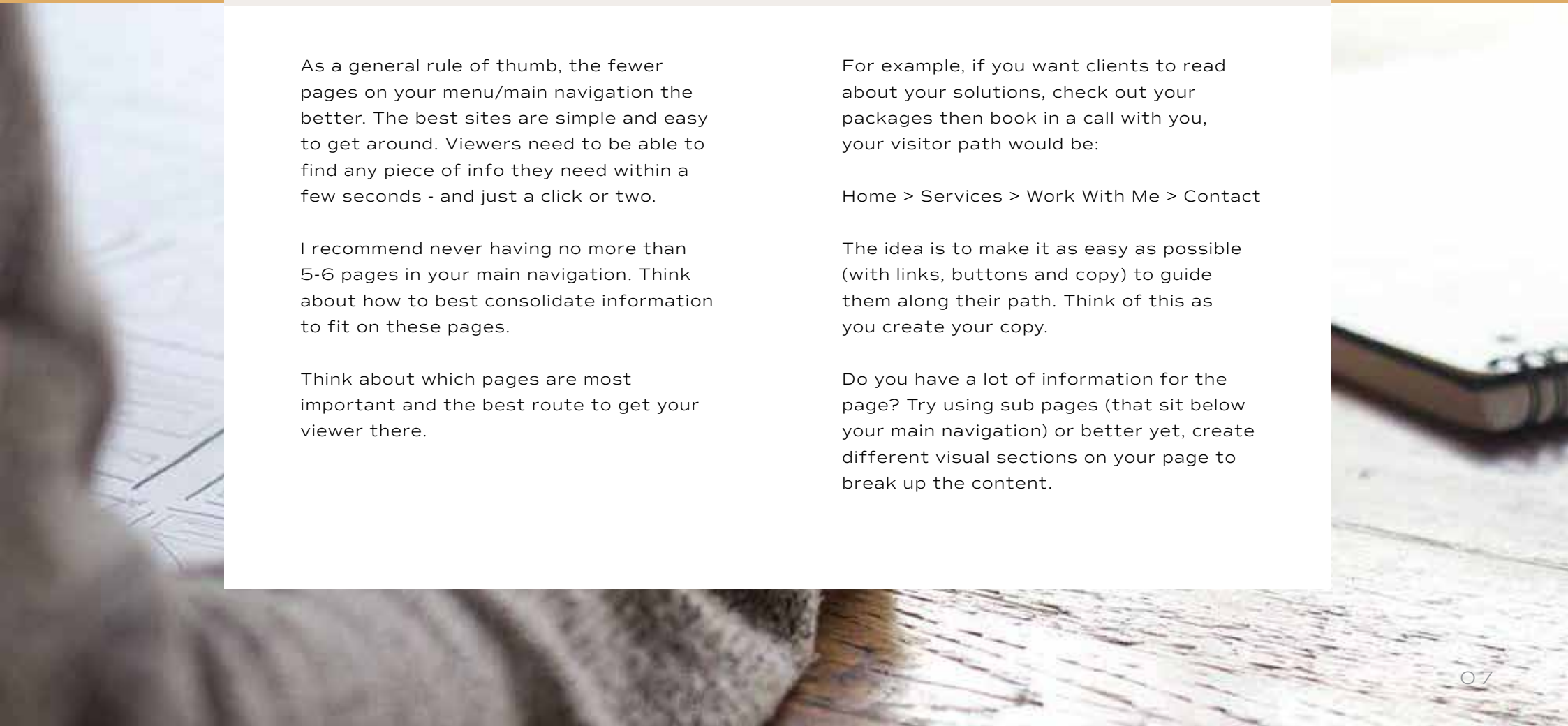
Think about which pages are most important and the best route to get your viewer there.

For example, if you want clients to read about your solutions, check out your packages then book in a call with you, your visitor path would be:

Home > Services > Work With Me > Contact

The idea is to make it as easy as possible (with links, buttons and copy) to guide them along their path. Think of this as you create your copy.

Do you have a lot of information for the page? Try using sub pages (that sit below your main navigation) or better yet, create different visual sections on your page to break up the content.



I love NetRegistry and GoDaddy as they are dependable and reliable.

FIRST THINGS FIRST

Purchase Your Domain Name

Go ahead and purchase your own domain name if you haven't done so already. Please choose a password and login info that you are happy to share with me as your web developer. (Note: I don't do this for you as I believe it's best if the owner of the business also owns the domain name). As soon as you know your intended domain, register it - they do tend to get snapped up quickly!

CHOOSING YOUR DOMAIN:

Your business name is the best choice if available. It needs to be easy to remember and spell. If your business name isn't available, choose something as close as possible, easy to recall. Keep it simple and short. Think of the ease of saying it over the phone or to people who don't know anything about your business name. Avoid hyphens or symbols.

If it is possible to use a keyword in your domain, extra points for you for search engine optimization!

As a general rule of thumb, .com is best if you have a potentially more global audience, .com.au is best if you are primarily working in Australia. (Same applies around the globe). There are loads of different possibilities now, but the verdict is still out whether more obscure ones (such as .studio or .pizza) may harm SEO. You can always buy more than one, either to protect your business name or as a redirection.

HOW TO PREPARE YOUR CONTENT

Writing & Formatting

Images

Basic steps for SEO

content

HOW TO PREPARE YOUR CONTENT

Writing & Formatting

I highly recommend making a separate Google doc or Word doc for each page of your website. For most people, this helps keep it clear and in focus and clear.

This guide will give you some ideas on what to include on the main pages.

COPYWRITING

Before you send your copy to me for the design process, you may choose to send it to a professional copywriter (please allow time for this). Alternatively you may opt to proofread and edit it yourself with the help of friends and family. Either is fine, just make sure you are happy with your copy and there are no errors before we start the site build. Please note that it is very easy for you to change text after it is launched, so don't get too nervous about 110% perfection.

FORMATTING

In formatting your copy, make note of any parts that you wish to link to or display in a certain way or linked, i.e., heading, subhead, text highlight, button, link etc. For example: [Button: Client List]. Make formatting obvious by using the same size font/colour for all headlines within your documents or using a tag, for example: [headline]. Same with subheads, links, etc.

This is crucial when you give your content to your web designer, but also can be helpful if you are doing your site yourself or handing it to someone to proofread.

pro tip

Try to keep each small section of the copy around 150 words, with a subhead on each section. This helps improve readability. If a section is too long, really think about how you can visually break it up.

pro tip

Using or wearing your brand colours in your web photos gives your website a cohesive, professional feel. Photos that clash with the colours on your site will appear jarring and incongruous. If you don't know your brand colours yet, use neutrals.

HOW TO PREPARE YOUR CONTENT

Images

PHOTOS OF YOUR LOVELY SELF

The best way to quickly develop a know/love/trust relationship with your audience is to let them see photos of you! I know, this is uncomfortable for some of us, but it is hands down the best way. This is not the time to be shy. Your viewers need to see you.

QUALITY IMAGES

It is so incredibly important to have good quality images on your site. Poor quality images put viewers off and can negatively affect Google rankings. Images need to be saved at 72ppi in .png or .jpg format. Using a site like tinypng.com can assist you in optimising your images for web. They need to be as small as possible for loading without losing too much quality.

SUGGESTIONS

On your website, each viewer's window and screen size will crop images differently so the best images will have the subject in the middle and keep lots of clear space around the edges. Photos with a narrow range of focus (blurry out of focus backgrounds) are great for websites as they allow for screen size variation and give the eye a place to rest. Have lots of horizontal photos (think banners).

BRAND PHOTOGRAPHER

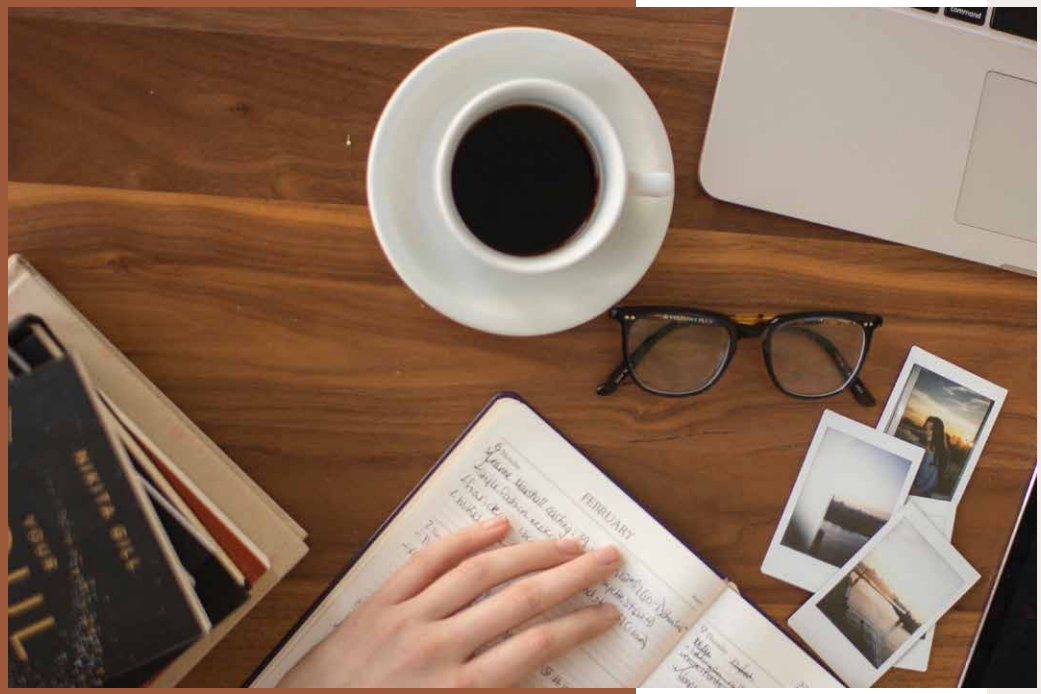
If your budget allows, consider hiring a brand photographer who will help you with quality on-brand images to suit your business - one shoot can provide you with enough images for a few years for web, marketing, and social media.

HOW TO PREPARE YOUR CONTENT

Images

pro tip

The more the better! Take far more than you think you'll need and change take each shot in a few different orientations.



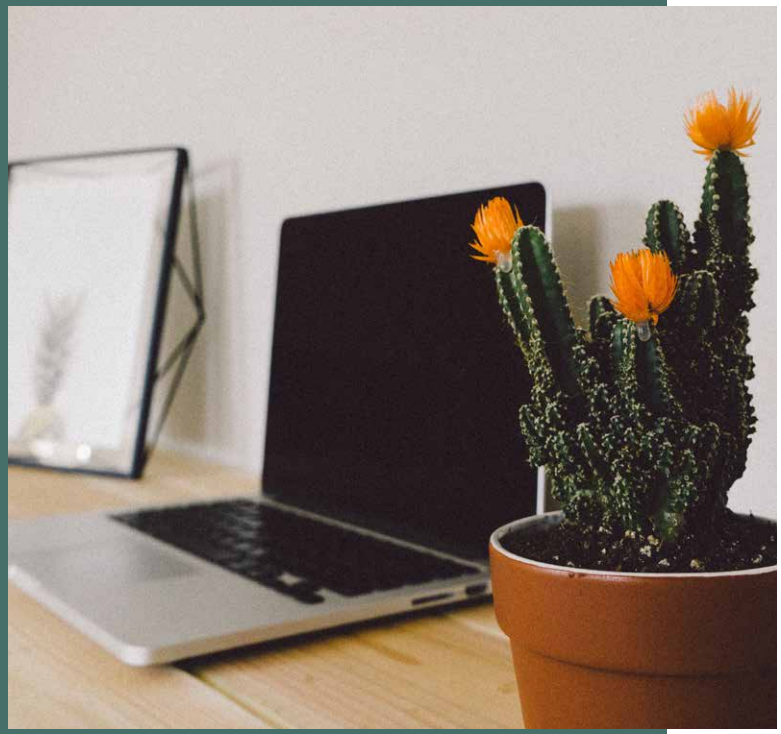
stock

There are lots of good free stock photo sites if you get stuck. Unsplash is great. Please let me know if you need a hand sourcing images.

A few ideas:

- [ ] Profile photos - both of looking at camera and off camera
- [ ] Photos of you that show your personality (some can be more casual) - they don't all have to be "business"
- [ ] In action - photos of you doing your job - go about a normal work day and shoot away
- [ ] Photo of your desk, office or workspace
- [ ] Behind the scenes photos
- [ ] Close-ups of your hands writing, products (a few close-ups are invaluable)

  tip: not everything needs to be in focus (narrow range of focus shots are fantastic on websites)
- [ ] *tip*: Change up your wardrobe!



basics

If it sounds daunting at all, don't worry, you can always choose to fine-tune this down the track. For now, just think about including some search-worthy keywords are you'll be good!

HOW TO PREPARE YOUR CONTENT

Basic steps for SEO

While SEO (Search Engine Optimisation) is a world unto itself, anyone with a website should understand just a smidge about it (particularly when preparing your content). A huge part of getting good search visibility is in your copy.

BOOSTING SEO

You'll want to optimise content to boost your rankings in web searches, so it is helpful to do a little SEO research as you are writing. The key to good SEO is knowing what keywords people are searching for. This will help you write more applicable website content.

TRAFFIC

If you can, take stock of your website traffic on your current site. You may choose to review where your search engine traffic is coming from. If you find that you are mostly getting visits from people searching under "purple umbrellas" but you actually sell "yellow sunhats", you know something is wrong and you'll need to make some changes.

SIMPLE TIPS

Make sure all of the pages and sub pages in your site are properly named on the back end and give each of your images an actual name rather than gibberish (i.e. helg4679-h1.jpg)!

HOW TO PREPARE YOUR CONTENT

Basic steps for SEO

LOCATION, LOCATION, LOCATION

If you are a location-specific service or shop, listing your location/area/state is an excellent way to boost SEO. Without being a cheesy string of locations, see if you can cleverly interject location names into your copy (again, think about how people are searching).

KEYWORDS

Start by doing a little research on what people may be searching for to find a service like yours. Take notice of keywords which don't have much competition but are highly used in search volume. This will put you nearer the top of the results list.

After you have a few keyword phrases you'd like to highlight, use them in your website copy. In particular, using them in headlines, website pages and page titles will allow search engines to get a good idea of what your site is all about.

tools

A few fun keyword tools to start with:

UBERSUGGEST

Gives a big-picture idea on keywords.

ANSWER THE PUBLIC

A fun way to see what questions people are asking when they search.

GOOGLE TRENDS

Lets you compare search volume & location between different topics.

PAGE CONTENT

Home Page

About Page

Services Page

Contact Page

Other Pages

WHAT'S NEXT?

Salad pages

PAGE CONTENT

Home Page

Consider your homepage your cover page. It should provide a short introduction to the content through the rest of your site (think teasers to what's inside). It is best done in a few short sections, one after another, to give viewers a quick sampling of what they'll find within. Make sure it briefly touches on any info a potential client may be looking for, and directs them where they need to go to find more.

Your homepage is usually the first page your viewer will visit so it should be enticing and exciting and showcase some of your services as well as your personality (hint, hint, good branding!)

Include your one-liner "I work with _____ to help them _____by _____"

It's also important to include some social proof in the form of testimonial(s). This could also be in the form of logos of the companies you've worked with or the publications you've been featured in.

A few ideas:

- [ ] Tagline
- [ ] Mission statement/Vision Statement
- [ ] Primary call to action
- [ ] Main message - who you are and how can you help (your one-liner)
- [ ] Benefits
- [ ] Secondary call to action
- [ ] Social Proof/Testimonials
- [ ] Latest blog post teasers
- [ ] Your location (may help with SEO)
- [ ] Brief outline of your services
- [ ] A way to contact you

Brainstorm

Overlying goal of this page:

Main keywords / key phrases to include:

Images to include:

Social proof / testimonial(s):

Main call to action:

PAGE CONTENT

About Page { WHO WE ARE WHAT WE DO

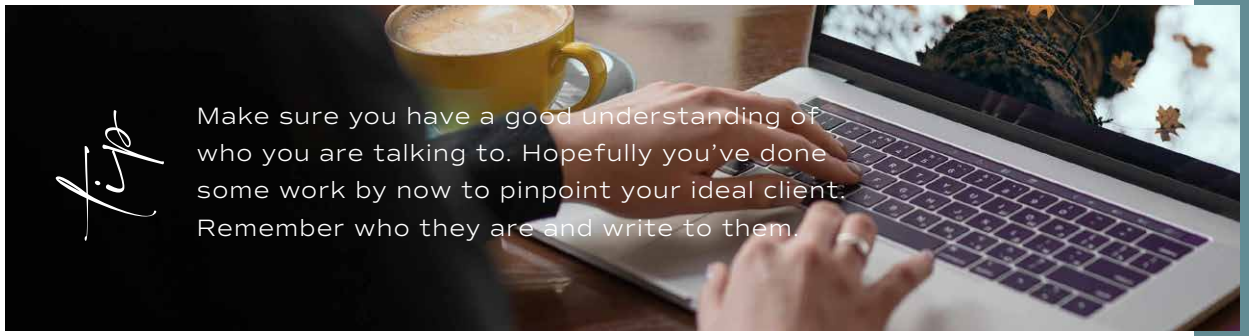
This is your page to shine. Show your value, show your personality, and show how you can help. Think of this page as less about you and more about your clients/ customers and what you can do for them. Show what you've done in the past to help others.

HELP THEM RELATE

Showing your face and personality helps viewers connect with you. People buy from people. Interject some facts about yourself (without going too far). Tell them why you are excited about what you do.

GIVE THEM VALUE

Let viewers know that you understand them and share how you can help. How will you address their needs in a unique way? Show them you know what their needs are and how you are the person to address them.



A few ideas:

- [ ] Name and Job Title
- [ ] Who you serve/who you work with
- [ ] A short intro to who you are and why you do what you do
- [ ] A short intro on what you do
- [ ] How do you help your customers/clients
- [ ] Your background/experience
- [ ] Why should someone work with you?
- [ ] Why/How did you start your business?
- [ ] How have you helped others?
- [ ] A good quality headshot - looking at camera may be good here
- [ ] An interesting few facts that might help a viewer relate to you: ie fun facts, hobbies and interests (note: some industries benefit from much more of this than others - you know your audience, if you feel they want more of a personal touch, give them more, otherwise just a few)
- [ ] What makes you stand out from your competitors
- [ ] Make sure to think about your call to action: where do you want to take them next?

Brainstorm

Overlying goal of this page:

Main keywords / key phrases to include:

Images to include:

Social proof / testimonial(s):

Main call to action:

PAGE CONTENT

Service Page { WHAT I DO / WHAT WE OFFER

This is a vital page to assist viewers in booking you if you are a service-based business. This page should provide all the clarity and information needed for them to proceed. Remember: they are just a click or two from booking once on this page.

YOUR PROCESS

People love/need to know what to expect, so it can be good to let them know more about what happens next when they proceed. Providing a step by step makes them feel comfortable and helps them envisage the process of working with you.

SHOW THEM

Let them see what can happen for them when they proceed.

- Use social proof/testimonials
- Use case studies from happy clients
- Use before and after stories or images

CLARITY

Give as much clarity as possible (packages, prices, what is included). Think about the most common questions you are likely to be asked and clear their hesitations. Ask yourself what may prevent them from wanting to work with you and address those concerns.

pro tip

Your writing should focus on the transformation you can offer. While it is important to talk about your services and what you do differently, remember to think of the benefits and the value that they provide.

A few ideas:

- [ ] Services overview/intro
- [ ] List/explanations of services
- [ ] Who is it for?
- [ ] What problem does it solve?
- [ ] What is the end result?
- [ ] FAQ section
- [ ] Prices/payment options
- [ ] Timeframe
- [ ] What is the next step to book?
- [ ] Links to other services
- [ ] Photo of each service or package
- [ ] Portfolio photos
- [ ] Photos of your process

Brainstorm

Overlying goal of this page:

Main keywords / key phrases to include:

Images to include:

Social proof / testimonial(s):

Main call to action:

PAGE CONTENT

Contact Page

INTRO

I recommend a short welcome message letting viewers know what services they can contact you about. Think of the questions you are most likely to get emailed and try to answer them here or refer them to another page. This will help to reduce unnecessary back and forth. You may want to direct them to your pricing on your services page, or to an FAQ section.

FORM

A contact form is a great way to collect info. Make sure you ask what you need to know without including so much that it is overwhelming. It can be a good idea to include your phone, email, etc. here too (or you can use your footer) as not everyone will want to fill in your form. If your business is local, consider a map, address and phone number.

Once the form is complete, think about the message you'd like them to see (this could be a simple thank you, or consider letting them know in how much time to expect a reply.

KEEP CONNECTING

This is a great time to encourage more connection. Consider directing viewers to your social media accounts or an email newsletter signup.

A few ideas:

- A contact form
- A thank you message (after form has been submitted)
- Ask viewers to check out something else - (blog, social media account, portfolio)
- Social media icons
- Booking link
- FAQ
- Photo of yourself
- Name, phone number, email address, name and business name
- Availability timeframe
- Short welcome video

Brainstorm

Overlying goal of this page:

Main keywords / key phrases to include:

Images to include:

Social proof / testimonial(s):

Main call to action:

PAGE CONTENT

Other Pages

Your website build may include other pages as well, or you may consider adding others down the track. Below are a few ideas.

- Blog
- FAQ's
- Products
- Client List
- Workshops or Events
- Newsletter sign-up
- Testimonials
- Package details
- Tools you use / recommendations
- Resource library (free downloadable resources) Podcast
- Image gallery
- Client portal / membership area
- Courses
- Press
- Appointment booking
- Meet the team
- Pricing guide
- Terms & Conditions
- Privacy & Cookies policy
- Landing page / under construction page
- Shop

Brainstorm

Other page(s) title:

Overlying goal of this page:

Main keywords / key phrases to include:

Images to include:

Social proof / testimonial(s):

Main call to action:

what's next

Write away! Website content creation may seem overwhelming, but keep it short and simple and it'll be done in no time. You know your business well, trust yourself with this! Get a clear head, some blank pages, a cup of coffee and off you go. If you have a website already, grab what is there and adjust as necessary. Remember, you can always (easily) add more later, tweak SEO, change out images, etc. Here's your mantra: "Done is better than perfect".

all finished? GREAT WORK!

Once you've finished creating your content and images, you'll be uploading everything to your website. Make sure you keep your files well organised (this will save endless headaches later).

If you are working with a web designer, please make sure you follow their process for submitting content (all of us are a little unique in our systems).

Congrats!

YOUR NEW SITE IS JUST AROUND THE CORNER!

Was this guide helpful for you? I'd love if you could drop me an email or DM and let me know!

All information/design in these pages are copyright ©Sara Bowers and Studio 8 Design.
No part of this publication may be reproduced or transmitted in any form or by any means - electronic, mechanical, photocopying, recording, scanning, or otherwise, except as permitted by the author. Requests to the author and publisher for permission should be addressed to the following email: sbowers@studio8design.com