

A QUICK GUIDE TO

WEBSITE content



INTENTIONALLY DESIGNED

Foundational copywriting tips and techniques

Did you know that 60% of consumers feel more positive about a brand after consuming content from it? There's proof that people are reading the words on your website. And on top of that, they put value in those words. If done correctly, your content can give your reader reassurance that they are in the right place and that they need to know more.

When you say the right words and speak to the right person, you build trust with them. You build a connection with them and leave them with a great first impression of your and your business.

The visuals of your site definitely matter, and ultimately help to convey the right message, but the words on the page are what connects to your reader, explains your message, and brings it together.

And as much as we love design, solely focusing on the visuals isn't going to produce results. You also need the right words to inform, inspire, persuade, and move people to action.

After completing the website prep work, you're ready to start writing content for the pages on your site. But before we dive into that, I wanted to cover a few quick foundational copywriting tips and techniques for you to keep in mind as you are writing.

- Make sure you know whom you're writing for, what you're really trying to say to them, what it takes to make it interesting, how to shape your message to suit their needs, and why it matters. This is where market research and brand strategy come in handy.
- Make sure each page has a clear headline and purpose. Try to communicate the one core benefit and then take them on a journey of uncovering the rest as they browse your site.
- Infuse your brand voice and messaging in all copy. Be intentional about the words you choose, the grammar and inflection of your writing, and your cadence. All of this determines your particular 'sound' and the feeling you create for others through your writing.
- Use a basic structure for every page you write: bold headline, intro copy, juicy copy, CTA.
- Keep it clear and concise. Write in shorter paragraphs to help with readability. Each page needs a minimum of 300 words for SEO, but keep the individual paragraphs short and easy to read.
- Use relatable, conversational, everyday language. That kind of empathy, clarity, and thoroughness is what makes your reader feel like they are actually talking to you. Less formal makes it more natural and digestible.
- Talk to the reader directly, using “you” to address them, and make the copy about them.
- Rather than tell your audience what you want them to know, show them through stories and specific examples that bring your key points to life. This helps to humanize your copy.
- As you write, ask yourself questions like so what? why? how / how many? When? And make sure you answer them for your reader.
- Drive action with a clear CTA on every page (you can have more than one, but don't overdo it or it will just confuse them).
- Provide value and build trust as you write your copy.

- Avoid redundancy. Make sure every line serves its purpose and connects with each line around it. NOTE: Being intentionally repetitive with key messaging statements such as your tagline, mission statement, brand one-liner, etc. is different from the redundancy I'm talking about here.
- Always use the active voice unless you have a good reason for using the passive.
- Address both logic and emotion with your copy. first address the impact your product/service has on their greater quality of life. Then present all the benefits, claims, proof, etc. to help the reader rationalize the emotional decision.



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SEO prepwork

Search engine optimization is a world of its own, but is an important part of the copywriting prep process so that you can include it even at a basic level as you are putting together your content and images. We are sticking to the basics here but this is definitely something you can dive into deeper and boost your search engine rankings.

One of the most important SEO principles is using relevant keywords throughout your site that relate to what you do and who you are trying to reach. You can start by researching the best keywords to use for your brand and business using tools like this [keyword research tool](#) or [Google Adwords](#). You want to be sure the keywords you're using are the same search terms your potential visitors are using.

Note: when people say "keyword," they really mean keyword phrase. The longer phrases will be easier to rank for, especially as you're getting started.

When you write the content for your website, you want to naturally include those keywords and phrases in your copy, the page title, the page description, and URL when possible. But remember quality of article over quantity when it comes to keywords. You don't want to stuff your text full of keywords making it hard and unnatural to read.

You also want to make sure that your image descriptions include keywords when possible. But keep in mind that image alt tags are primarily for the visually impaired. While it's great to get a keyword in there, be sure you're also describing what's in the image.

Including keywords in your website in these ways will help your site show up in search results when users search for those keywords.

Outlining your pages

With all of your prepwork in hand, it's time to start outlining your pages. You can organize your content using the template-specific high-converting page copy outline provided with your template (I've done the hard work for you!).

I recommend pairing your Google Doc with your template to organize your pages and write your copy and visually work through what content you need. This helps keep you from writing content that doesn't fit your site and keeps things organized.

Once you have your Google Doc set up, you want to first determine the goal of each individual page. Think about how this plays into the overall objective of your site you developed during your prepwork.

Then start developing your copy while working through each page of your template, using the template design and content outline as your guide and blueprint. Also, think through the call to actions and how you will guide them through the site.

PUT IT IN ACTION

Writing your content

Using your outlines and prompts, you can expand on each section and write out the copy for your pages. Even though you think about each page independently, they don't work alone, so always go back to the end goal of your site as a whole throughout the writing process.

Home Page

The home page is where it all begins. Usually when someone lands on your site, they are probably getting to the home page first unless you are directing them specifically to a certain place on your site. But according to KoMarketing, 36% of visitors will click on the company's logo to reach the homepage once they are on the site, so they will most likely end up there eventually.

The home page can feel daunting because it's that first impression that could either keep them wanting more or make them click away. You have 6 seconds to catch

their attention before they want to click away, so this is where it all counts, but don't put too much pressure on the page either.

In most cases the home page ends up being the catch all of content because you're afraid your visitor will miss something important. But if it is a hodgepodge of info, nothing will make sense and they will most likely click away confused and overwhelmed in search of something simple and clear.

According to KoMarketing, 86% of visitors want to see information about your products/services on your homepage. On top of that, 52% of visitors want to see info about you too. The bottom line is that your homepage should sum up you and your business, highlighting the high points and pointing them to where they need to go next.

Make sure you don't just tell them what you do, tell them why it matters for them. Let them know they are in the right place

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and entice them to dive deeper. Show them you know what they want and they'll start to trust you can deliver on it.

MAKE SURE YOU ANSWER THESE 5 QUESTIONS:

1. What do you do? (Your brand statement)
2. How do you do it differently or better than anyone else? (Your unique value proposition / UVP)
3. Can you do THAT for me? (Your portfolio / reviews)
4. Why do your clients choose you? (Reviews / the experience / services)
5. What's the clear next step? (One clear, primary call to action)

About Page

Your about page is much more than just some text about you. It is not only a place to tell your story and what you do, but also a place to explain why you do what you do and how you can serve your reader best. The goal is to make it alluring, interesting, and informative. But ultimately, the about page is about them.

Start with the attention getting headline that explains why. This is the thing that will stop them in their tracks and make them think, "She totally gets me". This will help to emotionally connect to your reader and pull on their heart strings as to why you do what you do.

Then, identify who your ideal customer or client is and let them know they are in the right place. Speak directly to them and tell them that you can help them solve their problem. Help them see themselves in your story. Use headlines and bold text to pull out relatable themes, lessons, or even ask your audience questions along the way.

After you've hooked them by letting them know this is the place for them, briefly introduce yourself, what you do and why you're the expert,, and how it fulfills their need. This is where you answer the age-old who, what, where, why, how kind of questions. And if your brand is more personal, you can add in a few non-professional fun facts to make it more relatable.

Finally, you want to paint a picture of what it's like to work with you. Let them know what the process is like and what they can expect. This is also a great place to add in testimonials and words from past clients or customers about their personal experience.

At the end, you want to call them to action and tell them where to go next. Some examples of this are to get a free resource, visit your blog, follow you on social media, send you a personal note, book a free consultation, visit the shop, or see more about your services. The best way to determine which one of these is the right fit for your about page is to go back to the goal of your page and the overarching goal of your website. Don't overwhelm your reader with multiple links or they won't know which one to click. Keep it simple so your about page can perform at its best.

Services Page

This is where you have to start selling without being salesy, but don't worry, it's not as hard as it sounds. Your services page can be straightforward and simply state what services you offer at what price point, or it can be used to showcase the experience that you offer each client that books your services.

Oftentimes, I lean more towards

highlighting the experience and how your unique approach will fulfill their needs and solve their problems. Essentially, make it so irresistible to work with you that they can't leave your site without contacting you.

The first thing to do on this page is to introduce your services. That makes sense, right? You can't sell your services if you don't tell them what they are, so this is where you break down what it is you offer.

If your service is separated into packages, tell them what they get for each package and how the price differs. You will also want to talk about the experience and process of working with you so they know what to expect once they book with you.

Make it simple and easy to understand (use bullets or numbers) so that they get a clear picture of the process. I also recommend including testimonials on this page from past clients and how they felt about the experience of working with you.

Get rid of the bulleted lists of features and start to focus on the feelings instead. Where are they now? Where do they want to be? What's stopping them? Why is your solution the solution to help them get where they wanna go? Your services page should feel more like a sales page than a catalog.

You will want to sum up your service by touching on what your client will gain from working with you and how it will benefit them. Speak directly to their pain points and tell them the results they will see when you work together.

Even though there will probably be a lot of content on the page, you want to be sure to direct them to a specific and clear call to action at the end. Remember the main goal of the page and direct them to something that supports that goal. It may be setting up an initial consult, filling out the contact form, or clicking a purchase button.

Sales Pages

Similar to a services page, sales pages are used to do one thing: sell your offer. Sales pages are typically used for selling things like courses, programs, or digital products. The goal of this page is to give them all the info they need to make a purchase.

Sales pages can be long form or short form depending on the offer that you are trying to sell. Sometimes you need more info and sometimes you need less. Typically if your offer is at a lower price point and doesn't have as much included, a shorter sales page can do the job. If you are selling a higher-priced product you will probably want to

include more info to overcome all the objections and help them make the purchase.

A sales page consists of many different sections and the ones you need will depend on the offering, but most sales pages will include some variation of these and typically in this order: hook them in and let them know they are in the right place, hit their pain points and paint the picture of success, introduce your solution/offer, tell them why it's different, show them the results they will get, break down what's included, tell them the investment and how to purchase, back it up with testimonials, handle objections, tell them why you are qualified to give them this offer, and answer any FAQs. Sprinkled throughout the page will be CTAs that lead them to purchase at different points ending with one at the end of the page.

Different people need different information in different ways to make buying decisions. Some people will read the first line and be ready to buy. Others might need to read and re-read the entire page before they know this is for them.

The key with sales pages is to lay out the information in an easy-to-understand way so they can make their buying decisions as needed.

Portfolio Page

If you sell a service, you'll likely want to include a portfolio page that displays the work that you do. For example, as a wedding photographer, you would want to showcase your best images from recent weddings so that potential clients can see the quality and style of your work. This page will be mostly image-heavy, but that doesn't mean that there isn't some strategy behind it.

In order to feel better about making the decision to work with you, potential clients want to see the quality of your work. They want to know what you've done in the past, how your style of work aligns with theirs, and what they can expect from working with you.

It's important to only show the best of the best on this page. You don't have to show everything you've ever done, but instead, you want to hone in on your best work and what will attract the type of client you want to work with. High-quality images are key because if it doesn't look good on your portfolio page, it gives your potential client a bad impression of your work. Your work might be the highest quality out there, but if your images are not, they won't know how good your work is. If you're not a photographer, hire one to get great images for your portfolio.

You may want to include a brief description of each project to let your reader know the details of that project and what your role was in it. Plus, it highlights your specific skills and how they were applied. This is also another great place to include social proof or testimonials from each client's project that you are featuring.

The portfolio page can also be used to highlight features, recognition, or press that you've received. This can include things like awards or honors, guest blog posts or interviews, or featured work. Always make sure you link to the full post when you can for further exposure too.

Shop

If you are a product based business, or have any products listed on your site, this section of your site is very important. This is how you sell your product. These pages can also be thought of as sales pages but on a smaller scale. You want to focus on your buyer, the features and benefits of the product, and enticing them to click add to cart. You can do this by answering the 5 w's and the how.

Start with the who. By first defining who your buyer is, you will know how to talk to them and tell them about your product so that they end up wanting to purchase. Even

one wrong word could sway them the other way so it is worth it to think this through. Who is your product for? What makes her want to click buy, and what makes her hesitant to order? Starting with the right tone of voice will help ensure that you are connecting with your buyer and engaging her in the right way

Next you want to focus on the what. What are you selling? What are the features and benefits of your product? Talk about the basic attributes like size and weight as well as the deeper benefits of how this product will solve their problem directly. It is important to understand the difference between features and benefits in this situation. Features are facts about the product while benefits are how your product solves a problem or creates a positive impact in their lives because of having this product.

One of the most important aspects of your product description is the why. Although the basic info of the product is important, most buyers are more concerned with the benefits. They want to know what is in it for them and why they should spend their hard-earned dollars on this versus something else. Convince them that this is the product for them and that they can't go on in life without it (that might be a little exaggerated, but you get the picture). The best way to communicate the info about

your product is to turn every feature into a benefit. While you want to be descriptive on your product pages, you also want to be brief. Keep your content scannable by using numbers and bullets so that readers can quickly gather the most important info and easily understand it. Photos and videos play a big factor here as a way to showcase the product in use and help them to understand better without having to read more (a picture is worth a thousand words, right?!) Utilizing white space also helps guide the reader through your content and make it more enjoyable to read.

Before finalizing the copy for your product, you want to make sure that you are being brief, descriptive, and persuasive all at the same time. Make sure your content is easy to read, enjoyable, and attention grabbing. Stay focused on the reader and keep it simple. If you can get the point across, pack a punch, and keep it short, you're doing your job.

Blog or Podcast Page

Think of your blog as a marketing tool, not just a place to write posts each week. Your blog should include relevant, valuable information that your clients and customers need. Your blog content should have a purpose. Each post should be treated like another page of content on your site that

has a specific goal and curated content. Your blog should help to educate potential and current clients/customers with the information you want them to know before purchasing from you. It should also point your readers to further explore and connect with you. If they find your blog post about how to style your bookshelves, you don't want them to read the post and stop there. You want them to read more on your blog, find out more about you, sign up for your email list, and become a loyal follower. Take advantage of the bottom of each blog post to direct them somewhere else. Just like each page has a call to action, each post should too.

If you can include extra copy on your blog page, be sure to write a little blurb at the top telling them what kind of value they can expect from your content. Tell them why it's worth sticking around to binge-read your content.

It is helpful for both you and your reader to organize your blog with a handful of categories that are descriptive and enticing. Choose a handful of categories that relate to your business and stick to them. It won't help you or your reader to write about everything under the sun. But if you keep your topics consistent and related, readers will know what to expect and come back for more.

Most typical blogs include a sidebar, but it isn't always necessary. If you have a more traditional blog, or the blog is the focus of your site, you may want to include a sidebar. The sidebar is used to capture reader's attention and direct them to more important information or links. It could include information like social links, email sign up, featured posts, blog categories, and links to important information elsewhere on your site.

To keep your blog content on point and consistent, create a process to follow for each post, utilize blog post templates and stick to your designated topics so that your blog content serves a purpose as well.

Resources or Favorites Page

Resources or favorites pages can be used for almost any type of business in different ways. If you are a blogger/influencer, you can use a favorites page to link to your affiliate products and have an easy way to give people all those links they are always asking for. If you're a service provider, you can use a resources page to share your favorite tools, resources, or products that clients may need to use.

Typically a resources page won't have a lot of copy and will be more about the layout

and organization of your links. But it is good to include a little intro that gives them a rundown of what this page is for and what they can find. Then you can break down your resources into categories to make it easy to navigate.

Contact Page

Obviously your contact page is the place where your visitors go to contact you. But often this page gets underutilized and underappreciated. There are several ways to use the contact page and benefit from this real estate on your site.

Be sure to include your basic contact info on this page. You want to provide your visitor with a couple of different ways to contact you so they can choose based on their preferences. This usually means a phone number, professional email address, and physical/mailling address. You may mention if they can call to schedule appointments, get a free consultation, or if meetings are by appointment only. You can also use the contact page to list your office hours or business hours if applicable. This lets people know when you can be reached and when they can expect to hear from you.

Another great way to utilize the contact page is by listing or linking to your FAQ. Typically the FAQ page isn't linked in the main navigation so it may be harder to get people to this page. But if they've made it your contact page and are looking for more info, this is a great way to direct them to frequently asked questions and they may find the answer they were looking for without having to reach out to you directly.

Aside from the basics of a contact page, you can use this space to reiterate once again how you can serve this person and what they can expect from you. Sum up your customer/client experience, talk about your availability, and let them know how you can help.

The last thing to think about when planning your contact page is your contact form. Most sites have a contact form included, but few actually use it the right way. Try to ask for more info than just their name and message. Take it a step further and get specific to your product or service. The options are endless with a contact form, but don't go overboard. Gather as much information as you can without overwhelming them so that when their email lands in your inbox you are armed with the info you need to start serving them right away.



The content and design of your website are equally important, and one cannot work well without the other. These two pieces of a website go hand in hand and are often disconnected, leaving you with a less than optimal site that won't quite reach your readers. Instead of thinking about them as two separate parts, think of them as one and approach them together.

After you've gone through this process to outline your site and write your content, go back through it again and edit. Look at your content upside down and backwards.

Approach it like an outside would if they stumbled upon your site and knew nothing about you. Would they understand what you're saying? Would they know where to click next and find their way through your pages easily?

Once you have combed through it closely, you're ready to translate this into design and get it on a live website. You'll find that the design of your website comes together much easier when you have the backbone of the site already figured out.