

Website Content Planning Guide

When writing the content for your website, it will be easier if you can break the task down into manageable portions.

This Content Planning Guide will help you determine what content needs to be created for each page.

Content hack!

When doing this exercise, it can help if you tell someone about what you do rather than try and write it down – most of us are used to describing what we do to a potential client! Either record what you are saying or get the other person to write it down.

So what?

Once you have written your content, go back and ask yourself “So what?” – in other words, what difference does this really make? Everyone seems to write “we have great levels of customer service”, but what does this actually mean for your website visitor?

Information that shows the difference you make will have far more impact, e.g. “Customer service is important to us, this is why we clear away all our tools at the end of the day and vacuum, allowing you to continue to use your home with minimal disruption.” (Obviously this would only work if you were a builder!)

Before you start

Before you start writing the pages, identify the following key information for your website, it can then be used to help you create the content for each page.

Navigation: What pages are you going to have? For example:

- Home
- About
- Service 1
- Service 2
- Service 3
- Contact

Target audience: Who is your target audience? Who are you aiming your website at?

Information: What information do they need to help them make a decision?

Main website call to action (CTA): What one thing do you want your website visitors to do? Call? Fill out a contact form? Something else?

Company USP: What makes your company unique? Why should potential customers choose you?

Tone: How do you want your writing to sound? Formal? Funny?

Keywords: What are your customers searching for?

Templates

The templates below will help you create the content – for each page make sure it addresses the key information above. The first page is a general template, following which there are some worked examples for the Home, About Us and Services pages. Finally, there is a blank template that you can use for your own content.

General Template

Page Name	e.g. Home, About Us, etc.
Page Goal	What is this page for? What should users be able to achieve on it? Who is the target market for this page?

Content

Repeat this process for each section of the page, giving each a title, content and call to action

Title	Important – the title should contain keywords. The title might outline what you do and who you do it for, or the benefits of working with you. Most importantly it should give the audience an indication of what they are about to read.
Content	What content is required to achieve the aims of the page? Include notes of links, images and calls to action for each separate piece of content if relevant.
Calls to Action	What do you want your customer to do after reading the content e.g. call / fill in a form / email / make a booking /visit other pages on the website?

Worked Examples

Home Page

Page Name	Home Page
Page Goal	Introduce the problem you solve for the client and offer your solution. (By the end of the home page they should know who you are, where you are, what you do and why you are better than your competition, and if you are able to help them).

Main Title	Include Keywords – should give an idea of what the forthcoming content is about. Avoid generic things like “welcome to my website” as nobody searches for this!
Main Content	Introduce the problem your customer has and offer your solution. Summarise what makes you different from your competitors.
Main Call to Action	Contact Us (link to contact page) / Call us now

This section may need to be repeated a few times:

Title	Service / product offered
Content	Summary paragraph of each service or product
Call to action	Visit Services / Product Page (with a link to services page)

Content (Testimonials)	Put your best testimonials here
Call to action	Contact Us (link to contact page) / call us now

About Us Page

Page Name	About us
Page Goal	Define your USP (unique selling proposition) and share your company story.

The information below may be in more than one paragraph, so create a title and content for each.

Main Title	What makes you different?
Main Content	<ul style="list-style-type: none">• Introduce your company story.• Highlight the key difference between you and your competitors.• Do you understand the difficulties your target audience face?• Maybe you've been there too?
Main Call to Action	Call us to find out more

Services / Products Page

Page Name	Service One (e.g. House Extensions)
Page Goal	Clearly describe one service, add one clear call to action, and discuss the benefits/outcomes.

Content

Repeat this process for each section of the page, giving each a title, content and call to action

Main Title	Your service & the main outcome
Main Content	Introduce the features of your service, the buying process, and overcome any objections. Use bullet points to break up your text.
Main Call to Action	Call us to find out "service one"

Blank Template

Page Name	
Page Goal	

Content

repeat this process for each section of the page, giving each a title, content and call to action

Main Title	
Main Content	
Main Call to Action	