

PLANNING AND WRITING A NEW WEBSITE

- **Always keep your target market in mind!** Remember who you are talking to, their: age / gender / profession / location / needs
- Have a look at what your **competition** is doing, but don't feel limited by it
- Consider **how often you will want to change the content on your website** – you might need a CMS system (allowing you to change text and images whenever you like, have a news section and a blog), but keep in mind this will add to the final price of the website.
- Consider if you want to have an **online shop/booking form**, or if you can integrate your online selling with another platform, such as ebay, dimmi, etc.
- Here is a list of **typical web pages**, pick and choose the ones you think are important for you. If there is an important side of your business, such as you are a food factory, but you also have a retail shop, you may want to create a separate page for it.
 - HOME
 - ABOUT US
 - PRODUCTS / SERVICES
 - GALLERY
 - TESTIMONIALS
 - NEWS / BLOG
 - ONLINE SHOP
 - TOOLS / RESOURCES / FREE STUFF
 - CONTACT / LOCATION

On the following pages, we have started your new plan, with writing tips and guides...

Write in a conversational style that is easy to follow. Don't try to cram in keywords, but be mindful that all the important details are mentioned, including your location and area you service.

When you are finished, make sure you **proof read it**, and give it to at least two other people to read and critique.

If you can get a client's perspective, even better, you always want to be in their frame of mind, to be sure you are offering the information they need.

Let us know if you need help with writing your new website or feedback on what you've done so far.

HOME

Business Name:

Main contact (number/email):

Include:

- Best images of product/service/staff
- Current Specials
- New products / services
- Links to important pages, such as shop
- How to contact / purchase

Short introduction about the company and what you offer:

ABOUT US

Here are some writing prompts. Remember to keep the writing conversational and flowing. Avoid too much jargon, unless you are targeting specialists in a field.

1. When was the business first established?
2. What is the main thing that you're passionate about?
3. Have you won any awards?
4. Who are the key people in business?
5. What is their background?
6. How many staff / locations?
7. Who are your clients?
8. What are your future plans?

If your staff is key to what you are offering, write a little bit about each of them, and include photos.

PRODUCTS /SERVICES

- List all products and services, and write attractive text about each, a minimum of 2-3 sentences.
- Write how this product / service is different from the competition? What makes it stand out?
- Include details on ways to buy / book your products and services

PRODUCT 1

Most popular. What does it consist of? What is the availability?

PRODUCT 2

What does it consist of? What is the availability?

...

CONTACT

Provide:

- ADDRESSES
- PHONES
- EMAILS
- SOCIAL MEDIA LINKS: Facebook, Instagram, LinkedIn
- OPENING TIMES

Think whether you want a link to your email address, or have a contact form.

Do you want a map included?

Write a few more words about your opening hours and availability.