

AN EASY-BREEZY WORKBOOK FOR

*web content
creation*



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happy web + graphic design
to brighten your brand



WHEN IT COMES TO SIMPLIFYING WEB CONTENT:

Write from the heart of your brand.

When you speak to your audience from the heart of your brand, you will attract your ideal client, connect with your dream community, and build trust. Plus! You're creating a friendly, human feeling – even if the internet is the least human avenue of your business.

Here are some tips on creating your best website content. And the best part? We can always edit web pages, they're not permanent! Please use this document as a clean first draft, and include any notes that could help build your page, visually. A few thoughts:

no. 1

I suggest that you, my friend, write the original content for your brand, as you're the one who that lives and breathes your mission.

no. 2

Write freely, come back fresh the next day, edit, then edit again. Don't forget to spell check and run this by a friend for proofreading and their suggestions.

no. 3

What are your three main goals for your site? Keep these in mind when transcribing your content, and stay true to them. Call to actions (ex: Sign up for our newsletter!) are very important.

no. 4

Looking for a general structure? Each page should aim to include a headline, a supporting paragraph, and a call to action.

homepage

**THIS IS WHERE YOUR BRAND'S UNIQUE VALUE PROPOSITION
SHOULD BE SHINING, FRONT & CENTER.**

OTHER THOUGHTS:

NAVIGATION: Where do you want the customer to go from here? Include your call to actions.

ORGANIZATION: What sections of information do you want the homepage to include?

OVERALL FEEL: This is your viewer's first impression! Stay consistent with your brand, while focusing on functionality. See this page as your most valuable employee.

Outline all of the content you'd like to feature on the homepage:

homepage (continued)

about

DIVE INTO WHO YOU ARE, WHAT MAKES YOU UNIQUE, & WHY YOU'RE IN BUSINESS.

OTHER THOUGHTS:

LIGHTEN UP: It's highly recommended to speak in 1st person and talk like you're meeting someone for the first time. Write like you speak, and then edit to read well.

YOUR TEAM & YOUR HEART: Why are you in business? Who helps you & how? What's your mission or story? This is a place to build connection.

Outline all of the content you'd like to feature on your about page:

about (continued)

contact

BEYOND A PHYSICAL LOCATION, SET CLEAR AVENUES FOR GETTING IN TOUCH

OTHER THOUGHTS:

GET SOCIAL: Be sure to share any social networks, a map, event calendar, operating hours.
INVITE THEM IN: Let them know you want to chat or have them visit. Ask them a warm question on your contact form, start with a nice greeting, perhaps an incentive to share their thoughts.

Outline all of the content you'd like to feature on the contact page:

OPTIONAL

blog

A BEAUTIFUL, CONTENT-RICH, & UPDATED BLOG WORKS WONDERS FOR YOUR SEO!

OTHER THOUGHTS:

DREAMY CONTENT: The main purpose is for your content to hold a true value and connection for your dream customer without seeming salesy or venturing off-brand.

LISTS, HOW-TOs, BEFORE & AFTERS: Wondering what to write about? Readers love lists, problem-solving instructions, and a good journey for inspiration.

EDITORIAL CALENDAR: Begin writing creatively, and don't hold yourself to perfection! Begin from a place of open thoughts, and edit and polish as many times as you need before you publishing. I would recommend you aim for at least one blog post a month. Try creating a calendar of posts and stick to your deadlines.

Blog posts can be created in a separate documents, but if you're in the mood, jot down 5-10 post ideas to get your ideas rolling:

Add as many additional pages as you'd like and continue outlining your content below:

Outline all of the content you'd like to feature on this page & add more pages as you need:

ALL SET? TOSS THIS DOC IN A DRIVE WITH ANY ADDITIONAL
RESOURCES AND SEND IT MY WAY.

Confetti!

A few helpful sites for your web design + new business journey:

mailchimp

One of the best email marketers for small businesses.

unsplash

Beautiful, free, curated, high-res images to help when photos
aren't in abundance.

calendly

Schedule all your new business meetings on a schedule
that works for you, and them.

pinterest

Leverage Pinterest for your business! It's technically a free, highly
segmented search platform. It's also fab for gathering and sharing
inspirations with your designer.

planoly, hootsuite, tailwind, & more

These are all great applications to help automate your
social media accounts by scheduling in advance and curating
your content visually.

thanks a million! hello@courtinthestudio.com