

Web Content – Summary Checklist

Introduction – Determining the Key Pages for Your Website

- ✓ The key question is 'What do you want your visitors to do?'
- ✓ Start with your end goal in mind
- ✓ You need to clarify:
 - Who are you?
 - What are you offering?
 - What CTA do you want to create?
 - Where did your visitor come from?
 - What does your visitor need?
- ✓ You can segment your site according to customer groups
- ✓ You can organize by topic
- ✓ You can organize according to where they have come from
- ✓ Prioritize content and decide where it goes

- ✓ This course focuses on:
 - Home Page
 - About Us
 - Start Here Page
 - Blog Page
 - Some other pages are needed according to site type

- ✓ You'll learn:
 - Key pages you need
 - How to identify and incorporate the most important components
 - How to produce an About Us page that tells your story
 - The importance of the Start Here page
 - The value of a well-designed blog page
 - Other pages you need
 - Best practices
 - How to create a personalized action plan

Create a First-Rate Home Page

- ✓ Your home page tells visitors who you are, what you do and what you have to offer
- ✓ It should address questions and problems
- ✓ Show solutions
- ✓ Start with the goal you have in mind for the site
- ✓ Put yourself in your visitor's shoes
 - Who is this?
 - What do they do?
 - What makes them different?
 - What else do they have to offer?
- ✓ Content should answer these basic questions

Elements of a Good Home Page

- ✓ It's compelling and makes visitors want to stay and interact
- ✓ It's clear and speaks to expectations
- ✓ It is well organized and easy to take in
- ✓ Navigation is clear
- ✓ It should be dynamic and include news and updates
- ✓ Fresh content also helps with SEO

The Essential Components of a Good Home Page

- ✓ Your Home Page should include:
 - A headline
 - Visuals
 - Bullet-point list of benefits
 - Call to Action
 - Introduction to other pages

Additional Optional Components for Your Home Page

- ✓ Content Offer
 - Some kind of freebie to download
- ✓ Social Proof
 - Testimonials or reviews

Content Tips for Your Home Page

- ✓ Content should be brief
- ✓ Make it personal to connect with the reader
- ✓ Break up text into small paragraphs
- ✓ Use keywords in a natural way
- ✓ Always proofread all content
- ✓ Make a good first impression

Design Your Captivating About Us Page

- ✓ The About Us page starts building a relationship with visitors
- ✓ They're looking for information and similar values
- ✓ Along with the Home page, it's the most visited page

Creating Your About Page Content

- ✓ Tell the visitor about you
- ✓ Make it personal and tell a story
- ✓ Don't get into product or service specifics
- ✓ Present facts about your business but don't be promotional
- ✓ Some things to include:
 - When/where did the company start?
 - Is it family owned?
 - Who runs it?
- ✓ Answer questions from the visitors POV
- ✓ Place the most important information at the top
- ✓ Include (real) graphics or pictures
- ✓ Include social media links
- ✓ Update news regularly
- ✓ Make sure all info is relevant and interesting

Further Tips on About Us Page Content

- ✓ Use SEO Keywords
- ✓ Be concise

- ✓ Add a contact link

Begin with Your Start Here Page

- ✓ Your Start Page is the portal to everything else your site has to offer
- ✓ It will lead visitors to your end goal
- ✓ The main purpose is to state who you are and to connect your visitor with the page they need

Start Page Content Must-Haves

- ✓ Clarity
 - It should welcome and clearly tell people where to go
- ✓ Your Objectives
 - Tell visitors what to expect
- ✓ Your Target
 - Set expectations and describe who the site is for
- ✓ About Your Visitor
 - Make it all about the visitor
- ✓ Logical Organization
 - Make it flow logically and naturally
- ✓ Call to Action
 - Tell them what they need to do

Tips for Creating an Effective Start Here Page

- ✓ Use multimedia, like an introductory video
- ✓ Use social proof
- ✓ Show off your best content
- ✓ Don't duplicate too much from the About Us page
- ✓ The sole function is to help visitors

Create a Magnetic Blog that Keeps Readers Coming Back

- ✓ Provide content that will engage and get visitors to read more

- ✓ Build reputation for expertise
- ✓ Regular posting will bring more traffic to your site

What is a Blog Page and Why is it Important?

- ✓ Most recent and archived posts
- ✓ Serves as a repository for all of your knowledge and expertise
- ✓ Allows your site to grow
- ✓ Establish yourself as a thought leader through content
- ✓ SEO benefits
- ✓ Use as part of your backlinking strategy

Why You Might Not Want a Blog Page on Your Website

- ✓ Better to have no blog than a bad blog
- ✓ Reasons for no blog include:
 - You can't update regularly
 - You can't write it
 - It doesn't offer anything new or original
 - The tone doesn't match the site
 - It's overly promotional
- ✓ You may maintain a blog elsewhere

Elements to Include on Your Blog Page

- ✓ It should have a title and headline that is clear and descriptive
- ✓ Describe benefits of reading the blog
- ✓ Include a profile of the writer
- ✓ Include a Call to Action in each post
- ✓ Create categories for posts
- ✓ Commenting allows readers to get involved, but has to be moderated
- ✓ Some things to include on the sidebar are:
 - Social media buttons
 - 'Join me on' social media links
 - Subscription form
 - Social proof
 - Information on products and services
 - Contact form

Your Blog Page Style Guide

- ✓ Cover topics that are interesting to your visitors
- ✓ Consider common questions
- ✓ Blog about your company or products/services
- ✓ Incorporate relevant keywords
- ✓ Use keywords in titles and headers
- ✓ Write small paragraphs with headers
- ✓ Use large fonts and easy to read colors

Additional Critical Website Pages to Include

There are a few other critical pages every site should have, particularly business sites

Contact Us

- ✓ Sole purpose is to give an easy way to contact you
- ✓ Having it there builds trust
- ✓ Be ready to respond
- ✓ Wording should be concise and professional
- ✓ Tell visitors how long it will take you to respond
- ✓ Test your page and make sure it works

Site Map

- ✓ An index or directory that lists all of the pages
- ✓ Describes basic structure and navigation
- ✓ Offers great SEO benefits

Legal Requirements

- ✓ Disclaimers, Privacy policy, licensing info, credentials, terms of use, etc
- ✓ Inform and build trust

- ✓ You may be required to have this information for things like advertising

Help/FAQ

- ✓ Answer questions and organize information
- ✓ Make it simple, clear and searchable
- ✓ Brainstorm common questions
- ✓ Add graphics or images
- ✓ Add 'Not So Frequently Asked Questions'

404 Error Page

- ✓ Let a visitor know an error has occurred and what to do
- ✓ Lead the user back to your site
- ✓ Prevent them from leaving

Business-Specific Web Pages

- ✓ Optional pages
- ✓ Would it help your site or not?
- ✓ Products and Services
 - List and information
 - Help buying decisions
 - Consider structure and layout
 - Keep descriptions short and clear
 - Features, benefits & testimonials
- ✓ Pricing
 - When you're offering a type of product or service with a set price
 - Easy to understand
 - For different plans, create a graphic to explain pricing
 - Emphasize features and benefits
 - Add a comparison chart
- ✓ Online shop
 - Where a user can actually buy from you
 - Shopping cart
 - Choose one with the fewest stops
 - Include links to FAQs and social proof

- ✓ Site Search
 - Not an actual page
 - Menu bar
 - Makes the site more user-friendly
 - Increase sales
- ✓ Testimonials/Review Page
 - You can create your own page for social proof
 - Decide how you'll integrate it
 - 'See what other people have said about us'
- ✓ Opt-In Pages
 - Visitors submit their name and email
 - Receive offers, news and content
 - Keep in touch and build relationships
 - Create a standalone page or integrate a form
 - Text should be compelling
 - Sign up should be free and offer an incentive
- ✓ Thank You Page
 - Once the visitor has signed up, they're directed here
 - Thank them, remind them of benefits and make offers
 - Provide coupons/discounts/other ways to increase business
- ✓ Press/News
 - Continue to build trust and relationships
 - Let visitors know what's new
 - Third party content and press releases
 - Fresh content helps exposure with search engines
- ✓ Events
 - Create an events page to tell visitors what's going on
 - Share on social media or elsewhere
 - Include events you're attending or that are related
 - Any event connected to your business can be announced
- ✓ Resources
 - Links to sponsors or other sites for further info
 - Downloads, articles, news, additional product info

Best Practices to Consider When Writing Your Website Content

Use Analytics

- ✓ Sign up to analytics services to monitor website activity
- ✓ You'll learn things like:
 - Which pages get the most traffic
 - Where visitors spend the most time
 - When visitors are leaving
 - ..and a host of other stats
- ✓ Pay attention to your bounce rate
- ✓ This is an indication there's something wrong with content or navigation

Design Considerations

- ✓ Enhancing design can create a better experience
- ✓ Consider:
 - Font
 - Space
 - Colors
 - Simplicity
 - Load Times
 - Mobile-Friendly

Content Tips

- ✓ Content quality is critical to building relationships
- ✓ Bad content won't achieve goals
- ✓ Good content is unique and high-quality
- ✓ You can hire a ghost writer
- ✓ Find someone who knows the subject matter well
- ✓ Don't choose a writer based on price alone

Making Your Site Search Friendly

- ✓ Keywords
 - Find good keywords and use them naturally
- ✓ Uniqueness
 - Don't copy content from elsewhere
- ✓ Inbound Links
 - Invite others to link back to you

Conclusion

- ✓ Keep user experience in mind. This will keep visitors coming back for more
- ✓ Check that your site supports company goals and objectives
- ✓ Keep updating your site with fresh content
- ✓ Keep your ears open and learn from feedback
- ✓ Think of your site as a means of answering questions
- ✓ You have learned:
 - Key pages and the purpose of each
 - Essential elements of an effective homepage
 - Components of a compelling about us page
 - How to create a Start Here page to guide visitors
 - How to create an update a blog page
 - Other essential pages
 - Best practices
 - How to put ideas into action
- ✓ Now put your plan into action with deadlines
- ✓ Remember creating a good website requires monitoring and maintaining