

WEB CONTENT CREATION TEMPLATE.



Digital Marketing Agency
Telephone: 0151 203 2073 Email: info@e-blueprint.co.uk
25 Parliament Street, Floor 3, Office 6, Liverpool, L8 5RN

Web content creation template

To get you started, we've divided the content you need for a website into seven key areas. They may not reflect everything you do, and you may decide you don't need all of these pages, but – if you can complete this – it'll give you a pretty good starting point.

We know how difficult it can be to create content, but setting a style and tone for your website helps sell your products or service. This template helps you create – in our experience – the sort of info your customers are looking for. You can either jot down a few ideas on paper that our copywriters can edit and proof for you, or use out voice recording equipment to make a note of it all, and you – or we – can type it up later.

We recommend you answer the questions and come up with your content in a team - it's amazing how differently two people can think about essentially the same product or service. Neither of you is wrong, but a range of views would really help. If you're a sole trader or starting a new business, try doing it with a family member/friend or adviser – even if someone doesn't know everything about your business they can still help, because they can ask you lots of tricky questions until they understand what you do, helping you explain it better...

The pages we're creating are:

- Homepage
- Who we are
- What we do
- Resources
- Ts&Cs/ FAQs
- Blog
- Contact us

1. The Homepage

What does your website need to do?

If you're a business you're probably selling a product or a service, but you don't just want to hit people with the hard sell, do you? Your site communicates the key messages of your brand – it tells visitors about your attitude to your customers, your attention to detail, the things that are important to you, and why you're different from the competition. Your potential customers and visitors will get a feeling about you from your website. And it's them that will be reading it, so you have to try and turn it around so that it's about how you can help them, rather than being about you.

The first page most new visitors will see, and the page that people'll check first if they've just met you at a networking event, or you've had a meeting together...

You need to include...

- 1) What do you do?
 - generally?
 - specifically?
- 2) What makes what you do special?
 - what are the benefits to the customer?
 - what are your USPs? (unique selling points)
- 3) Reinforce what you've just told them
- 4) Where are you based? (so they have a bit of context)
- 5) What do you want them to do now?

Here's an example:

What do you do?

Welcome to Bright Light - we make a range of energy-efficient light bulbs for your home. Not only do our bulbs save you money on your fuel bills, but we have won awards for their environmentally-friendly qualities and quirky design.

So, we save you money, we save the planet, and look good at the same time. Not bad, eh?

Where are you based?

- If you're a big company, you can emphasise branches across the country
- If you're a small company, you're online, so can sell anywhere...

We're based in Liverpool, and have been here for the last 12 years, with our highly skilled workforce. Liverpool may be our home, but we supply our products worldwide, from Argentina to India.

OR:

Our head office is in Liverpool, where we were founded 12 years ago. These days we have 26 branches across the UK; [click here to find a branch near you](#).

What do you want them to do now? (You can give them several options)

Have a look around the site; you can buy Bright Lights online here, you can get advice about energy saving products and environmentally friendly designs, or you can get in touch with one of our highly skilled members of staff.

Try it...

What do you do?

How do you make your customers' lives easier/ better?

Sum that up in one sentence...

Where are you based?

What do you want the visitor to do now?

2. Who we are/ about us

Who are you? A team? A company? (Choose the word that reflects how you want your customers to see you – they're really not interested in the structure of your company here, it's more about creating the image that you want them to see...)

When you're talking about your team/ company, use motivational words, like highly skilled, experienced etc.

Emphasise the things that make your company trustworthy/ reliable etc.

- if all of your staff go on refresher courses each year, tell people
- if you pay for your staff to do some personal development, tell people

Selling a service?

Emphasise the personalities of your staff; client management is very important when selling a service, so make it personal. Give them an insight into the people they'll be working with if they choose you. You could have a bit of blurb about each person on your team... Being small doesn't matter – potential clients want personal contact and to know that they can get in touch with the person they need directly.

Selling a product?

You could include a brief history of the company (no more than a paragraph); describe how your product developed... Stress your levels of customer care or customer satisfaction.

Awards

Have you got any? Tell your potential customers about them – they'll help cement your position in the market and your customer's trust in what you do.

3. What we do

Remember – don't tell your customers about what you do from your point of view. Get to the crux of what you're giving them. And they're really not interested in the minute detail of what you do!

Selling a service?

If you're a marketing company, events agency, hairdresser or mechanic, you're selling YOU and your ability to do the job:

It's pretty unlikely you'll be the only person or company offering your service, so how are you different from the competition?

- emphasise the personality of your staff – their experience, attention to detail, awesome customer service and sense of fun
- tell your customers how you help them...
 - If you're a marketing company you help their product become known in the marketplace, so people are more likely to buy it...
 - If you're an events agency you take care of all of the tricky detail in staging an event – taking away the stress of a wedding, getting them press attention for their new products, attracting new guests to build up their customer database and selling their product/ service
 - If you're a hairdresser you make them feel good about themselves – they'll face the world feeling confident and smart, and they'll get a bit of TLC and 'me time' too

- If you're a mechanic you can really bail them out of a hole; you make sure they have their independence and flexibility – you get them from A to B; they won't have to lug their shopping home on the bus or arrive at a job interview soaked from a downpour

Selling a product?

– You've got a product. Why do people want it? It's not what you do, it's what they're looking for. Remember, your company isn't making lightbulbs, you're selling light... (this sounds cheesy, but it's true. You have to see what other people see in you)

– You may be dealing in one very specific invention, but it's likely there are several other competitors in the marketplace - what makes your product different from theirs?

- You might be an environmentally-friendly version, so you can satisfy their eco-credentials...
- Does your product save them time or money?

Try and think of three key advantages of buying from you, not anyone else...

Each time you ask the question, pretend you're child – ask 'why?' until you get to the crux of your product or service...

* Keep your sales pitch as simple as possible, using as little jargon and technical description as you can.

Here's an example:

What do you do?

Bright Light makes energy-efficient lightbulbs

But why?

Because they use less energy, so are better for the environment and cost you less on your electricity bills

But why?

Most people think energy-efficient bulbs are not as bright as normal ones, but because of our xyz technology, our are just 1.2% dimmer than a standard bulb (and 46% brighter than an energy-efficient one)

But why?

Well, people tend to think they can't see as well if they're using energy-efficient bulbs

But why?

Because they need to be able to see what they're doing...

Ah ha – eureka! So, Bright Light means:

- you can see what you're doing
- you spend less on electricity because they're energy-efficient
- you're saving the planet too...

Try it...

So what do you do?

How does that help me?

But why?

But why?

That's a pretty convincing product you've got there... This is the place to reinforce those messages with case studies and testimonials from your clients. If you haven't got them already, redoing your website is a good excuse to go back to them to ask them for some feedback you can use on the site.

Just make sure that you get feedback from your clients when you complete a job for them, or when a customer emails you to compliment your product.

*If you do have to include some technical descriptions for your product or service, then put them in an FAQ section and direct people there from this page.

4. Resources

If you can think creatively and offer visitors to your site some freebies, then:

- a) you're setting yourself up as an expert, so what you're saying has more kudos
- b) they're more likely to come back if they know they'll get something from it
- c) you can encourage them to sign up for a newsletter/ special offers etc., improving your marketing database.

Bright Light might choose:

- i) energy-saving advice for your home*
- ii) other energy-saving companies we like – get a 15% discount when you buy from them with the code BRIGHTLIGHT02*

Make a list of three potential ideas for some freebie resources:

- 1)
- 2)
- 3)

5. Ts&Cs or FAQs

These are different for every website, but you can use this page for the complicated explanations that relate to your product or service, or if you sell online, for delivery/ refund info etc.

If you sell online you'll need to include information about your:

- deliveries
- refunds
- privacy policy and mailing lists

You can also use it answer frequently asked questions about your product. You can start by asking someone who's not an expert on your business what they'd ask – do a bit of market research, even if it's only speaking to a few friends.

For example:

Bright Light bulbs contain x, which means that the filament heats up instantly, and doesn't take as long to reach its maximum brightness as other bulbs.

Sounds hot! Is it dangerous?

No – the material is thinner, which is why it heats more quickly, but the filament is longer. The energy is spread over a bigger area, meaning the bulb doesn't heat up as much; it's safer, and doesn't lose as much energy in heat, which is why it's cheaper to use.

Each time a customer emails you with a question, you can also add it to this page.

6. A blog

Blogs are more flexible than a news area on your website – they mean you can talk about anything... something from the national or international news, something that your customers will actually want to read about. As we've said before, it's not about you, it's about your customer.

So, Bright Light might choose:

- *something in the news about climate change, which the company's stats about energy efficiency can be tagged onto the bottom of*
- *a new industry award. Yes, your business is great for winning it, but look at it from the customer's point of view - it means they can trust you and are buying the best product they can*
- *a 15% birthday offer for customers*

As you start work on your website, keep a list of subjects you can blog about – things that catch your eye in the papers, things you see online and can link to, and – of course – any news and updates about you and what you're doing...

7. Contact us

Give your customers plenty of ways to get in contact with you, so include a phone number, an email address (or email addresses for different departments if you're a large company) and a physical address with a Multimap. Don't try and be a bigger company than you are - giving the email addresses of individuals who do a specific job gives you the personal touch, rather than accounts@brightlight.com etc. etc.