

## Website Content Development Tips

### ***Your first website - where do you begin?***

You're developing your first website and you have no idea where to start. I recommend you look at some competitor sites to spark ideas about what to include and how best to position yourself.

Every business and site is unique. However, there is some minimum information you'll want to convey.

Consider developing at least the following pages and focusing the content to meet the needs of your site visitor.

- Home  
(What's in it for them – any complimentary services?  
Free tips? Testimonials? Reasons to come back?)
- About  
(Build your credibility as an expert)
- Products & Services  
(Feature and benefits to them)
- Contact  
(Make reaching you EASY, consider you phone number on EVERY page.)

The specific focus for each page isn't as important as the idea of **keeping the focus on what you offer your audience, highlighting the benefits of your services and products. And list specific features so they are easy to find.** That's what visitors want to know; how you can **help them solve their problems, why they should trust you and what makes you special.** So tell them what they want to know. And remember, it's all about them.

### ***Effective writing for the web***

Studies show that people don't read web content, they scan it. So consider these tips for developing successful online content.

- keep sentences short and concise
- use an active voice
- use headlines, subheads, summaries, captions, hypertext links, and bulleted lists.
- keep the tone conversational
- make positive statements
- tell your visitors how your products and services help them
- include the word YOU in the copy to help boost effectiveness
- make sure the first 2 words in each paragraph/headline are important keywords

### ***What about keywords?***

If you're counting on search engines finding you, then you must include key words in your copy. Key words are words people looking for your services will search on to find your site.

Write your content normally the first time through as a draft. After determining the best key words to use, you can work those into the copy, using as much repetition as possible without losing the natural sound and grammatical integrity. (Because repetition is good for search engines.)

We hope this tip sheet has been helpful. We look forward to putting our creativity to work for your business.

Sincerely,



Carol Hillson  
Principal, Carol Hillson Creative

