

THE GOOD WEBSITE COMPANY COPY GUIDELINES

HOME PAGE

This is the first page of your site that people will come to. You want to have something on your homepage to capture their attention so that people want to come inside your site to look at other pages to find out more. The homepage is kind of like your shop front. You want to make your shop attractive to people so they decide to walk inside to see what you have to offer.

1. **Write a headline**

This will be the first thing on the page that people read. It has to communicate exactly what you offer people.

EXAMPLE: Building quality homes since 1989

EXAMPLE: Fresh food delivered right to your door when you need it

Write your headline here:

2. **Write some text to follow your headline**

This text will expand on your headline and what you offer people. Answer the questions below to help you.

- a) What are you offering to your customers? What benefits can you offer them over your competitors?
- b) What makes your business different/unique?
- c) What makes you stand out from competitors or in other words why should someone come to your business over your competition?

EXAMPLE: Welcome to Build Homes where we make the building process easy for you. We have over thirty year's building experience, which means when you hire us you don't need to worry about a thing etc

TIP: When writing your text always think about who you are writing for – your customer. Try to avoid just *telling* them things – rather think about *benefits or what's in it for them?*

EXAMPLE: We build quality houses [telling the customer something]

EXAMPLE: We build quality houses so that you don't need to worry about whether your home will withstand the test of time [offering the customer a benefit]

EXAMPLE: We deliver fresh food to your door [telling the customer what you do]

EXAMPLE: We deliver fresh food to your door so that you can relax and still look after your family [offering the customer a benefit]

WRITE YOUR TEXT HERE (try and write between 300-500 words):

ABOUT US

This page is easy because it tells your customers about your company. And who knows your company better than you do! Just answer the questions below.

1. What is the background of the person who started the company and what led them to start it? Your qualifications?
2. When did the company start?
3. How has the company changed/developed since it started? Has it grown? Does it offer additional services etc?
4. Who owns the company/works in the company?
5. What experience do they offer to customers?
6. What do you offer customers/what benefits do you offer them?
7. Why should customers come to your company over the competition?

WRITE YOUR TEXT HERE (try and write between 300-500 words)

CONTACT US

Okay you've done some hard work, so now for something easy. Your customers need to know how to get in touch with you and find your business.

WRITE YOUR CONTACT INFORMATION HERE:

How do you want people to get in touch with you? Email? Phone? Do you want to invite them to stop by your premises? Or something more?

EXAMPLE: Come and visit our premises any time or simply drop us a line or phone us and we'll be happy to assist you with your enquiry.

FILL IN YOUR DETAILS BELOW:

Name of business:

Physical address:

Postal address:

Opening hours:

Telephone numbers:

Fax:

Email:

SERVICES

This page tells your customers exactly what you can do for them and what you offer them.

1. List all your services and/or products.
2. Under each service and/or product write what it involves ie. what you will be doing for the customer or what the product is exactly etc.

EXAMPLE: New home builds: we can offer a design service, take care of the consent process, build your home then do the landscaping for you.

EXAMPLE: Fresh Greek Salad: crisp lettuce, cherry tomatoes, feta cheese and a delicious dressing.

WRITE YOUR SERVICES AND/OR PRODUCTS HERE:

PAGE SUGGESTIONS

Below are some ideas of what extra pages you could add into your website depending on your business:

- Testimonies from happy customers.
- A staff page with profiles of your staff members.
- Examples of your latest work.
- An articles page if you want to provide your customers with extra information.
- A products page.
- A news page.