

## What contents to include in your website

This document outlines some standard and interesting content ideas that you could consider including when writing your website text for those important main pages:

### 1. Homepage

**Intro:** Initial paragraph introducing the business/website. No more than 3 sentences.

**Further info:** Secondary paragraph pointing out the benefits of your products/services usually best as a bulleted list.

**Corporate brochure:** Link to your company brochure PDF.

**Trustworthiness:** Link to info about Awards you have won, Associations you belong to or Testimonials from your customers.

**Quick links:** section with a list of up to 5 links to popular content pages/PDFs

**Advertise your business:** Small banner sections promoting your main products/services, linking to pages about those products/services

**Contact details:** Display the main business contact details or have a high profile link to the Contact page.

**Regularly changing info:** One section that changes regularly gives visitors confidence that your website isn't dormant and also helps search engine positioning. Some example might include: 1) News headlines relating to your business sector, 2) Monthly tips on how to do something related to your sector, 3) Events list either locally held events or ones run by your company, 4) Special offers available online or offline, 5) Case studies showing a summary of work you've done or a product provided that solved someone's problem/issue.

### 2. About us

**Company history:** short biography with dates and who incorporated the company and what the foundation reasons were etc.

**Director biography/ies:** photo and short paragraph describing directors qualifications, career highlights, contribution to company, quotes etc.

**The team:** photo and team list. If appropriate include a short description of each key team member highlighting role, qualification, location, specialisations etc.

**Members of...** Associations, Professional memberships, Forums you take part in, Network groups etc.

**Testimonials:** A couple of strong testimonials from customers, possibly with customer photo or photo of products/services provided if appropriate.

**Photos of the premises:** if appropriate, photos of the building frontage plus service areas.

### 3. Our services

**List of services/products:** List of all service/product categories with a short description of each. Links down to detailed pages for each of the service/product categories.

**Benefits of using services/products:** Summary list of benefits for choosing your service/product over a competitor. Your Unique Selling Point.

### 4. Contact us

**Feedback form:** usually this comprises of the following fields of info: Name, Email, Telephone, Comments and I consent to receive emails.

**Contact details:** physical address, postal address, telephone, out of hours telephone, fax, email address.

**Contact people:** e.g. Sales manager: email, Marketing manager: email etc

**Location:** map and driving directions if complicated

**Opening hours:** if applicable

**Photo of the premises:** if applicable.

Other content pages to consider adding, these are all good for search engine optimisation and for informing your visitors:

**Frequently Asked Questions:** A list of the questions you are asked everyday by your customers and write sensible answers to each of them.

**Glossary:** A list of the technical words used in your industry, or just in your business and descriptions of what they mean. This list could include brand names.

**Downloads:** PDF documents that visitors can download and use. Examples could include How to reports, or Printable tools such as a measuring tool for whatever you sell, or Ebooks you have written which can be anything from 4 pages to 400 pages long and could be written about any subject relevant to your business.

**News:** News articles about happenings in your business or in your sector. These news articles can be sourced from other websites but you must include a reference to the website it was taken from.