ACTION GUIDE

STRATEGIC WEBSITE CONTENT

How to Write Your Critical Pages for Maximum Engagement and Conversion

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Determining the Key Pages for Your Website

1. List the primary goals of your website.

	Goals	Notes
1		
2		
3		

Who are you?	
What do you offer?	

2. Write an overview of the information you feel is needed in your website content. What does your user need? What are they looking for? How do you fill that need?

What does your user need?
What are they looking for?
How do you fill that need?
Other key points

Create a First-Rate Home Page

1. Analyze your current Home Page and what it should be saying about your business and services. Based on the module, what is missing, or needs to be added or enhanced?

Is it compelling?	
Is it well-organized?	
How clear is the navigation?	
Is it dynamic?	
Does it have:	
A headline that says who you are?	
Visuals?	
A bullet-point list of benefits?	
A call to action?	
Introduction to other pages?	
A content offer?	
Social proof?	

2. Based on your analysis in step one, draft content for your Home Page using the key points from the module and your business's keywords and keyword phrases.

Design Your Captivating About Page

1. Define what story you want to tell about your company. List your mission, goals, and product benefits.

Your Story
Your Mission
Your Goals
Product Benefits

2. Analyze your current About Page and using the provided About Page template, fill in the information that needs to be added or edited from your page.

About Page Template

(You don't need all of these elements and the order in which you place them is up to you):

Company Story & History:	
Mission and Values:	

Company Leadership:	
What Makes You Unique:	
Social Media Links:	

Customer Testimonials:	
Contact Link:	

Links to More Information (it's good to link to your Start Here page):	
Notable Awards and Logos:	
A Bit of Personal Trivia (for website that are a personal brand, in particular)	

Begin with Your Start Here Page

1. Using the provided outline, document what you need the user to understand so they will comfortably navigate to other pages on your website based on what they're looking for.

Here are questions to help you outline your Start Here page (you don't need to include all):

Who is this site for?	
What is this page specifically for?	
What will your user gain from the site?	
Who are you?	
What can people expect?	
What is some of the most popular content for visitors to look at first?	
How can users find you?	

How can users contact you?	
What are your most popular or important services?	

2. List 3 Calls to Action that would benefit the customer and move them further along the sales cycle and engage them more on your website. Note where you will put the calls to action on your Start Here page.

Call To Action	Location

Create a Magnetic Blog That Keeps Readers Coming Back

1. After reviewing the module, determine if you should have a blog page on your website and if you do, draft an outline of the components you'll include on the main Blog Page.

Components	Notes

2. If you already have a blog on your site, review it based on the guidelines in this module and note where you need to add or make changes.

Content that will engage and get visitors to read more	
Builds reputation for expertise	
Regular posting?	
Titles and headlines that are clear and descriptive	
Describes benefits of reading the blog	
Includes a profile of the writer	
Includes a Call to Action in each post	
Categories for every post	
Ability to comment (with your moderation)	
Some things to include on the sidebar:	
Social media buttons	
'Join me on' social media links	

Subscription form	
Social proof	
Information on products and services	
Contact form	
Covers topics that are interesting to your visitors	
Addresses common questions	
Blog about your company or products/services	
Incorporates relevant keywords	
Uses keywords in titles and headers	
Small paragraphs with headers	
Uses large fonts and easy to read colors	

Additional Critical Website Pages to Include

1. List the additional "Must Have" web pages for your own website, based on the needs of your business, and a brief summary of what you would
2. include in each.

Must-Have Pages		Summary
1	Contact Us	
2	Site Map	
3	Legal Requirements	
4	Help/FAQ	
5	404 Error Page	

2. List the Business-Specific web pages needed for your site and what you will need to add or edit from what you learned in this module.

Business-Specific Pages		Summary
1	Products and Services	
2	Pricing	
3	Online Shop	
4	Site Search	
5	Testimonials/Reviews	
6	Opt In Pages	
7	Thank You Page	
8	Press/News	
9	Events	
10	Resources	

Best Practices to Consider When Writing Your Website Content

1. Take a look at your website analytics and note at least 5 pages that get the most traffic. Note which 5 pages have the highest bounce rate.

Next, take a look at each of those pages and, based on what you've learned in this module, note some changes you could make that might affect the traffic and bounce rates.

	Pages w/Most Traffic	Notes
1		
2		
3		
4		
5		

	Pages w/Highest Bounce	Notes
1		
2		
3		
4		
5		

3. Based on the tips in this module, review your current site and document what best practices you will revisit to enhance the overall content and design of the key pages on your website.

Use Analytics	
Consider:	
➢ **Font**	
➢ **Space**	
➢ **Colors**	
➢ **Simplicity**	
➢ **Load Times**	
➢ **Mobile-Friendly**	
Content quality	
Keywords	
Uniqueness	
Inbound Links	

Conclusion and Next Steps

1. Review your notes and what you have learned so far.

2. Identify 5 ways you can enhance your current website or what is needed for your new one.

1	
2	
3	
4	
5	

3. Review your Action Steps from previous modules and prioritize the changes you will make once you get back to work. Write them below:

4. Write down the tasks and timelines you will do as soon as you get back to work.

	Action to Take	Action Deadline
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		