

Writing Web Page Content

Overview

Writing content for your web site sounds a little challenging but it is quite straight forward.

Remember that most people do not read websites with as much concentration as they read words on paper. It is harder to focus on a screen for as long and it is very easy to go to another site.

As a result click away times are now between 3 - 5 seconds if a visitor does not get what they want.

Web page text therefore needs to be written in such a way as to provide the right information at the right time and to keep visitors on your site as a result.

Remember visitors are always thinking '*what's in this for me*' when reading a page so you must ensure they are getting the information *they* want, not so much what *you* want.

To do this please:

- Write short paragraphs of 2 - 3 lines maximum. If you change subject remember to start a new paragraph.
- Avoid using too many adjectives; let web visitors decide, as they are quite skeptical.
- Use headings and sub headings where possible.
- Use bulleted or numbered lists where possible as they are easier to absorb - like here.

Suggested Pages

Most sites we do in business then have one or more of the following pages and in general this is what should be covered on them:

Home Page

This page is the most important on the site. You have around 3 - 5 seconds to persuade visitors to visit the rest of your site. Visitors leaving your home page without visiting others is known as a bounce rate and you need it as low as possible.

To gain their immediate attention we tend to use (rotating if required) banners located above the line (over the bottom edge of the screen) and in a visitors immediate line of sight. These will have between 1 - 3 'company messages'.

These are your company's main messages and should transmit the key thoughts/ideas/benefits you would like your site visitors to absorb straight away.

These can include the following approaches - using a Printing company example here:

1: Ask a question: *“ Is a slow printer affecting your productivity?”*

2: Talk up the benefits: *“ Our printers save you a week’s work.”*

3: Solve a problem: *“ No more waiting. Just press print and it prints!”*

On the Radius site it is ‘We get your business more business’. We don’t just build websites.

You want visitors interest to pick up because you are answering a questions they have - which is why they are looking at your website after all. Answer their question and you will get their attention!

Your home page should then cover in summary:

- Who you are - business, location, size etc
- What do you do - key services and products
- Why do business with you - what’s your USP
- What the benefits of your offering is - what they will receive

Answer each question briefly and visitors will read all your points and be better minded to visit other sections of the site for more.

Other things you might like to include in topic boxes on a Home page could be:

- Specific industry boxes for specific industries you sell to
- Latest News
- Special Offers
- Upcoming Events
- Join your email list/club/organisation forms
- Recent appointments
- Testimonials

This will vary according to your business but should be of considerable interest and current to your visitors otherwise please don’t put them up.

About Page

This page tells visitors who don't know you all about you and your business. The objective is to build interest, liking and enough trust to make contact or buy from you.

Cover when and why the business was set up, what it’s key strengths are and where it is going. Include relevant past history and experience where possible

Try to build a positive, competent view of your business that will make a visitor feel confident in using you.

You may wish to include CV's of key staff and perhaps photos. All photos should be of a professional nature, e.g: suit and tie, white background etc.

Services or Products Pages

Here give an *overview* of what your business offers in terms of scope to give visitors an idea of your overall capabilities. Product or service groupings are useful here.

This is to reassure any larger prospects that you can do all they might ask for to allow them to order all of your kind of services from one place which is preferable in any industry.

Use secondary (and perhaps even tertiary) pages for more detailed information on individual products or services as required.

Customers Page

This page can either have testimonials or case studies whichever is most appropriate for your business.

The objective is build confidence and trust in your business as a reliable supplier who has 'done it before'.

If visitors see a case study which replicates their problem and that you have solved it with any appropriate customer testimonials they will be more inclined to contact you.

To do this we suggest you do three paragraphs; the problem, your solution and the outcome - success hopefully.

Testimonials can either be on their own page or, better, dotted about the site.

Contact Page

Contact information in the order you'd prefer to receive it.

Visitors also always like to see a physical address on any website to infer organisational authenticity together with a map in case they want to visit you.

Other Pages

There will of course be other pages specific to you. Remember to make them relevant to the customer and to put his needs first.

Submitting Content

Please submit your web page wording in a Microsoft Word or Apple Pages file. Each website page should be clearly listed with it's text underneath. Sub pages should be listed under each main page with their text under that.

if you'd like specific images on any page please list them in/under the text where you want them by image file name e.g. building1.jpg

If you are submitting sets of images e.g. for a sample building project please label them with a suitable name and number sequence if you can e.g. building1.jpg, building2.jpg, building3.jpg etc etc.

With your images please DO NOT submit these by email as they are unlikely to arrive. Please the excellent and very easy to use www.wetransfer.com service. There is a free option which allows upto 2GB to be sent free.