

JANUARY MADE *design*

Website Content

PROMPT WORKBOOK + WORKSHEETS

WWW.JANUARYMADE.CO.NZ



Website Purpose & Goals

This will help inform how we structure the website. It should also help inform how you should be writing your content (tone, message, purpose), and what sort of imagery you might need.

WHAT IS THE MAIN PURPOSE OF YOUR WEBSITE?

You can choose multiple, but a maximum of 3 should be enough to keep a strong focus on hitting these purposes.

Promotional - more text heavy, aimed at helping customers learn more about you and your products and history.

Educational - teach your audience something, more resource/blog post heavy, instructional language.

To sell products and/or services - Feature products and items, use language to market and sell, image-heavy.

Motivational - Inspire customers to do something, language use is more uplifting/guiding, resource and blog heavy.

Functional - Provide access to business services, online quotes, view order status, submit application.

Engagement - Provide a place for customers to interact with your business, blog-like, submit questions etc.

Informational - Provide information to current and potential customers, an overall look at your business and where to find you

Entertainment - E.g. online magazines, movies, the arts. Easy to navigate, frequently updated, engaging by using dynamic content, such as videos, Podcasts, slideshows, etc.

Other:

WHAT ARE YOUR WEBSITE GOALS?

You can choose multiple, but a maximum of 3 should be enough to keep a strong focus on hitting these goals.

Increase sales - Search engine optimization, well-organized content, user-friendly site, effective calls to action, increase conversion rate.

Becoming an authoritative resource (an expert in your field where people go for help/information) - Providing quality content on your website, regularly adding new information, establishing trust, marketing your site on other websites and social media.

Improve interaction with existing and potential customers - Email marketing lists, online support (live chat), webinars, and content designed to give your visitor a reason to come back.

Build your brand - Active social media program, promotions, reputation management.

Increase your leads (traffic/engagement/email capture) - Clearly communicated content, consistently updated, search engine optimization, user-friendly site, effective calls to action, consistent sections for users to get in touch/contact/sign up.

Other:

Notes:

About

Your About page can often become one of your most visited pages on your whole site, so now is the time to wow your audience (no pressure!). A good way to start is to envision your target audience and what THEY want to hear. If they are coming to you for your professional services, they may want to hear about your background/credentials/your story. If they are coming to buy actual products, they may want to know your Why, how you got started, the story behind the products. First person or third person, it comes down to writing something engaging for your personal audience, leaving them inspired to buy/try your offerings or contact you for more.

NAVIGATION TITLE:

Short and sweet, usually 1-2 words as this will be what shows in your main navigation. Example: 'About' or 'About Us'.

PAGE TITLE:

Can be as long as you want, and snazzier. Example: 'Meet The Founder' or 'About the Artist'.

PROMPTS

- Name & title (most people will be looking for this/want to know you are real!)
- Describe what you do
- What services do you provide
- Who you ideally want to work with
- Tell a story!
- Explain why someone should work with you
- Explain why someone should buy your products
- Talk about your background/credentials
- Share a personal experience
- What is your business 'Why'
- Share details about what you do on your time off/not at work/hobbies
- Share some relatable facts about yourself
- Where are you from
- You are you based currently
- Add links, to social media or articles you've been in

ABOUT

Draft your About page content here:

CALLS TO ACTION PATHWAYS

List some paths you want your visitors to take from your About page:

Pathway #1 Additional text/elaborate on why they need to perform the action

Pathway #2 Additional text/elaborate on why they need to perform the action

Pathway #3 Additional text/elaborate on why they need to perform the action

Example: 'Read the Blog' or 'Learn More' or 'View Recent Work'. Think about how you want people to engage with your site and what actions you want them to take.

SEO

Unique description:

Search results typically show your SEO title and description. Depending on the search engine, descriptions displayed can be 50 to 300 characters long. If you don't add a title or description, search engines will default to use your page title and content.

IMAGES

Add a Dropbox/Google Drive link to the images you want to use below:

Additional content/notes for your designer/copywriter:

additional page ideas!

FAQs Page

Events/Workshops

Portfolio/Showcase

Great for showing off recent work and who you have worked with.

Careers/Vacancies

Testimonials

Image Gallery

Directory

Create a directory with different listings that are helpful for your client or audience.

Download the App

Privacy Policy

Your Process

Delve into what you will do and how you do it, and give your audience a deep dive into the inner workings of your services.

Client Portal

Terms and Conditions

Podcast

Press/As Seen In

Get featured a lot? Show it off with a page of links to articles or write ups about you!

Resource Library

Free downloadables or courses or anything you want to share (either free or paid).

Courses (Free or Paid)

Forum/Community

Make sure your audience can find your group with links to your forum/community.

Recommendation page

A great page for sharing tools you use or other businesses you recommend. Disclose any affiliate links, and start to drive people to your most recommended apps or websites.

Disclaimer

Commerce-Related

Shipping
Delivery & Returns
Size Guides
Orders
Make a Return

Example folder content system with Dropbox/Google Drive

