

Strategic Website Content

How to Write Your Critical Pages for Maximum Engagement and Conversion



Course Book

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Introduction – Determining the Key Pages for Your Website

When a visitor arrives at your website, what do you want them to do? Do you want them to join your mailing list? Or browse your catalog and make a purchase? Maybe you want visitors to your website to simply enjoy your blog posts and other content. Or maybe, your website is aimed at gaining exposure for your brand.

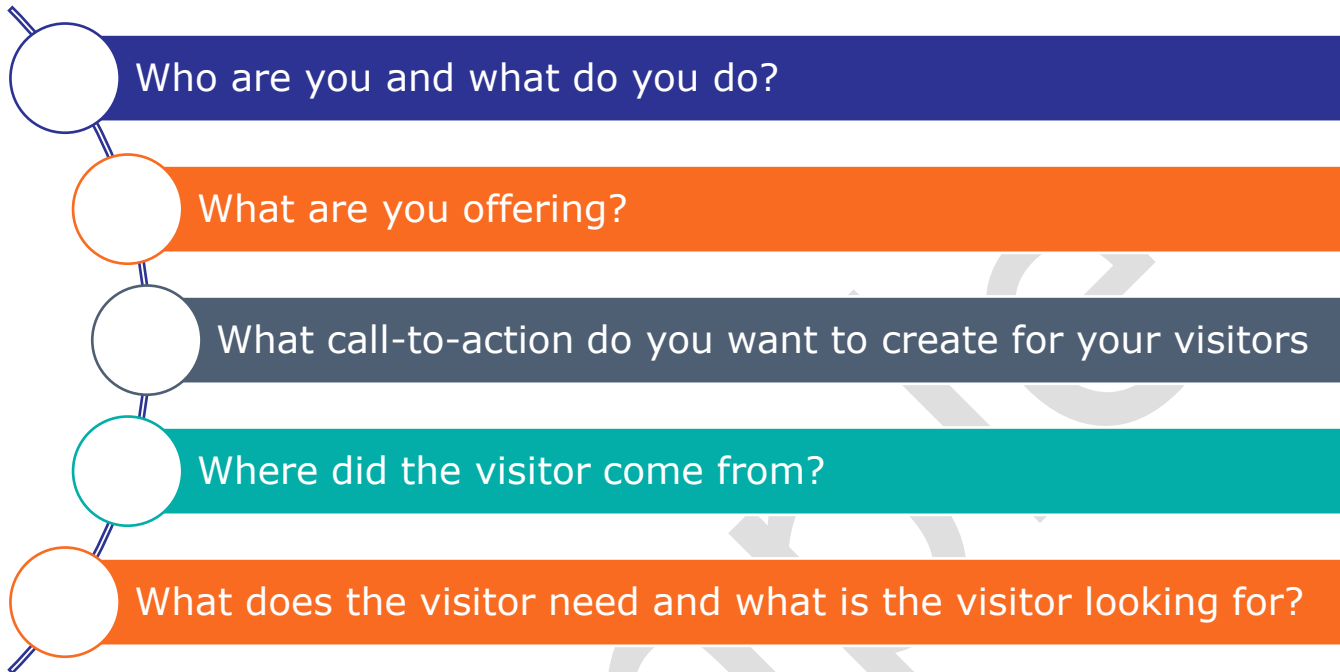
A good way to approach website design is to realize that there are no "good" or "bad" websites; there are simply those that are effective or ineffective in reaching that stated end goal. How do you decide what pages go on your website and how it's arranged? Start with the end goal in mind and determine which design elements will best help you reach that end.

This course teaches you how to create the most critical pages on your website that will lead your visitors to take the action that you want them to take.

Before you start designing your website, you need to clarify these key points:

Your Company Name

<http://www.YourWebsiteHere.com>



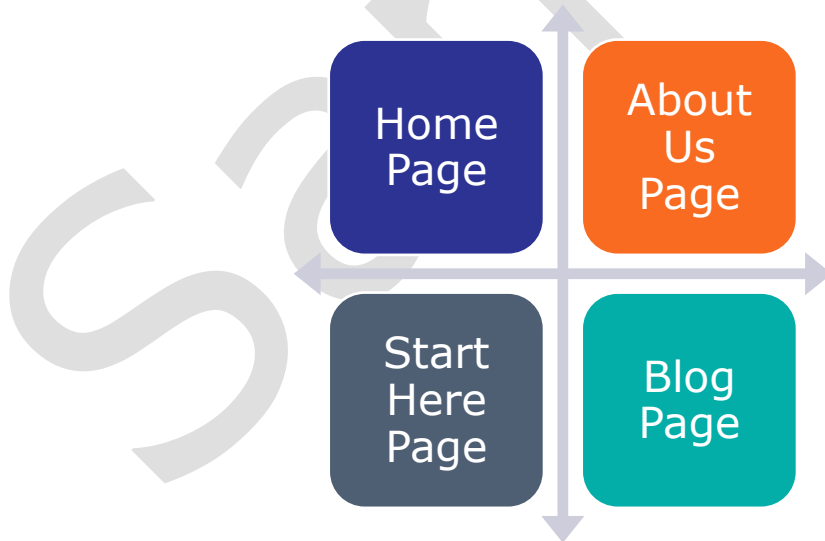
- Who are you and what do you do? How will you communicate this to people who come to your website?
- What are you offering? You could be offering products, services, information, etc.
- What call-to-action do you want to create for your visitors, based on your offering? Do you want them to make a purchase or join a mailing list? Would you like them to become part of your community or become aware of your brand or organization?
- Where did the visitor come from? Did they come from an email, a blog, a social media link, or a search engine? This determines their mindset when they reach your page. Now that they're here, what will keep them here?
- What does the visitor need and what is the visitor looking for? You

have to put this on the right page in order for them to find it.

You may choose to organize your website by segmenting it to meet the needs of various groups of visitors. You can organize it by customer demographic type, such as gender, age, business/individual, or retail buyers or wholesale buyers. You could organize by topic; for example, a content-driven website will have articles, blog posts, images, and so on. A website could be organized by the referring source that brought the visitor there.

With all of the above in mind, you have to prioritize your web content and then decide what goes on which page. This is how you maximize web content.

In this course, you'll learn how to do that for the four most important pages that every successful website needs.



Home Page

Your home page paints your business in broad strokes. It tells your business's story in a very concise way, explaining at-a-glance what you do and how you do it, and what makes your business unique.

The home page directs the visitor to all of your website's other pages. It serves as a portal to everything else your site has to offer, as well as optionally other sites you maintain as well.

About Us

Your About Us page is where your customer gets to know more about your business, including its history, the people behind it, its particular vision, testimonials from customers, awards you've received, and so on. In other words, it offers a closer look at your business, not its offerings or other content. The About Us page may also link to other sites, social media, etc.

Start Here Page

The Start Here Page is a place to start in exploring your website. Where is your visitor coming from? What do they expect to find when they land at your site? Present to them here the first information they need to know about you and your site in order to find what they need. This is their first step toward the eventual end goal you want them to take. It leads them to take the second step.

Blog Page

Your blog is your online journal. It is frequently updated with news and helpful information. Your most recent posts are first and there is an archive

that allows visitors to explore earlier posts. They can also search for specific information they want using keywords.

There are other important pages, like your 404 page, a Contact Us page, and more, which we'll cover later in the course.

You may also need to add other pages, depending on the goal of your site. For example, if your website's goal is to sell products, you need an online catalog and shopping cart. You may want to have an FAQ page, and there may be sign-up pages for email lists or membership sites.

In this course, you'll learn:

- The key pages you need to build an effective website for customer traffic, interaction, and repeat business
- How to identify the most important components to incorporate into a website's Home Page
- How to produce an About Us page that tells a story about your business and engages the visitor so that they want to know more
- The importance of the Start Here or Welcome Page and the advantages it gives your website's productivity
- The value of a well-designed Blog page that will help you build influence and get your website seen
- The other web pages you need that are both essential and specific to your business, along with tips for what to include on each of those pages
- Best practices for creating website content that produces an interactive and compelling website for maximum engagement and increased sales

ATTENTION:

This is only an excerpt from our full course Strategic Website Content. The full, customizable course contains 5 modules and an introduction module.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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Your Company Name

<http://www.YourWebsiteHere.com>