

Website Content Template

**Fill this in however works for you. Add sections, headings, move things around, whatever works!**

* Please do not ask me to spell check or re-write any of your content.
* Don’t panic though, you will get a chance to make small changes once you see it on the live website.
* Do not send multiple versions of this document. If you need to amend or add something later on, please send it to me by email. Once I receive a copy of this template from you I will not look at any further copies as it gets too confusing.
* Do NOT copy from another website, even Google or Wikipedia. However it’s not my responsibility to check this document for copyright infringements and I will use whatever you send on your website.

**Please complete and send this back within 3 weeks of the project start so we can keep everything on track :)**

———

CONTENT

**1: CONTACT DETAILS**

***What contact details would you like visible to your customers on your website? You could include things like phone number, email address, physical address.***

*Answer:*

***Your company number & registered address*** *(This is a legal requirement for limited businesses.)*

*Answer:*

*—-*

**2. SERVICE AREAS**

***What areas do you service? For example: ”I work in St Neots and wider Bedfordshire, Cambridgeshire, Hertfordshire and Essex" or "We operate nationwide.”***

*Answer:*

*——*

**3. The SERVICES you provide.**

***For example, a plumber may list: "Boiler installation, boiler repair, leak detection"***

***A builder may list: Extensions, Garage Conversions, General Building***

***Each of these should have a description.***

***You can organise this section however works best for you.***

*Answer:*

*———*

**4. Your main SALES TEXT.**

***This is the main paragraph that will be on the home page.***

***For example, a pet portrait artist might put: "Hello and welcome to my website. I am an award winning, professional artist, based in a village in Cambridgeshire, the UK, and specialising in bespoke pet portraits for customers all over the UK and the world.”***

*Answer:*

*——*

**5. Any other IMPORTANT TEXT that would help explain your services.**

***This would also go on the homepage.***

***For example, the same pet portrait artist may write: "I work in fine art colour pencils and pastels, which allow me to produce fine detail. I love  and strive to capture the character and spirit of your beloved pet, as well as their natural physical beauty, in every portrait I create. To create my portraits I use professional artist quality lightfast coloured pencils and pastels on acid free paper of archival quality."***

*Answer:*

*——-*

**6. Any ACCREDITATIONS OR AWARDS you have achieved.**

***For example, food hygiene, Gas Safe, or anything that is appropriate to your industry.***

*Answer:*

*——*

**7. Your favourite CUSTOMER REVIEWS.**

***List any reviews you’d like shown on your website.***

*Answer:*

*——-*

**8. Your SOCIAL MEDIA LINKS.**

***Provide links to Facebook, Instagram, or any other social media you may have.***

*Answer:*

*——*

**9. Text for your ABOUT SECTION.**

***This could include how long you've been established, who is behind the business, why you started it, etc. Make it as personal as possible. This may include individual descriptions of your team members.***

***For example, our About text is:  "We are Kat & Shaun. Shaun has extensive technical knowledge and started Online Designs in 2012, straight out of college alongside his computer repairs business. Kat has worked in web design and marketing since she was 18, and in 2019 she joined up with Shaun so they could offer a more comprehensive service together."***

*Answer:*

**This is only a guide. Everyone’s website content will be completely unique. Please do your best - the more the better!**