

**Worksheet**

Content creation

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Content creation**

This worksheet Is your guide to creating relevant, engaging content.

What is your company’s mission statement – your Why?

Your mission is your North Star. It determines your business’ vision and helps customers understand what you do. Mission statements should be clear, concise and short. GoDaddy Example: GoDaddy’s mission is to empower entrepreneurs everywhere, making opportunity more inclusive for all.

Home Page

Your homepage is where visitors typically first land and learn about your business. Who are you? What do you do or sell? Tell them what they need to know to do business with you. Remember, include a call to action that makes them give you a call or stop by your business.

Headline

Every page of your site, starting with your home page, should have a headline that describes what visitors can expect to read about and what you offer. (Ex: Best pet service ever)

Tagline

Describe your business in one short sentence. (Ex: We provide affordable, professional, personalized service that’s right for your four-legged family member.)

Description

What makes your business great? Why is it unique? What value does it provide? Keep things short and sweet!

Inspiring Images

Anchor the page with one or two pictures that will capture visitors’ interest while illustrating what you do. If you have your own images, make sure they are readily available. No photos? No problem! GoDaddy’s website builder has a huge library of free stock photos. You can also find free images on different sites like unsplash.com.

Call-to-action

What action do you want visitors to make before leaving the site? Be clear, concise and compelling. Then put this call-to-action on your website. (Ex: Contact us today for a free estimate.)

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Contact Form

What Information do you need to collect from potential customers? (Ex: Name, email address and phone number.) Pro Tip: Generally, the less info you require, the more contacts you’ll acquire.

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Endorsements

Showcase your credibility and boost customer confidence by including at least one glowing customer review on your home page. Be sure to link to a full page of testimonials for visitors to read more.

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**About Us Page**

This is where you can really let visitors know about your business. Describe it in a few short, interesting paragraphs. What’s your mission? How did you start your business? Why? What do you differently than other businesses? Get personal and show your passion.

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Extras

Based on your business, consider including the following. Please, check the box for those which you want to include.

* Photos or video of your staff
* A short bio showcasing your expertise
* Company or product awards
* A quote from a customer about why they do business with you

Contact Us Page

Do more than provide visitors with your phone number, email address and physical address. Generate leads and find more customers!

Contact basics

How do you want customers to contact you? Check the boxes for the items you want to include.

* Phone number
* Physical address along with directors and a map
* Email address
* Hours of operation

Ways to connect

Websites are about interactivity. Connect your social media sites to give visitors other ways to interact with you. This helps make your website shareable so people can talk about it online.

Categories

Depending on your business, you might want to consider adding these categories:

* Product returns. Example: Send to P.O. Box 2423
* Billing issues. Example: Email us at billing@domainname.com
* Customer support. Example: Call 800-555-1212

Products/Services Page

Show off your products and services! You’re the best at what you do – let people know that.  You should list general categories of products or services. Include a short, bulleted list or several photos of your products or services on the home page, with a link to the full products/services page. (Ex: Ask us about our dog walking and pet siting service. OR We also offer flea prevention products at affordable prices.) The next step is to link phrases like dog walking, pet sitting and flea prevention to their respective pages.

Categories

List the general categories of the products/services you offer. (Ex: pet grooming, dog walking, dental care, flea prevention, first aid, etc.)

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Details

Add some detail to your categories. (Ex: Our mobile grooming vans are clean and quiet, offering a sanitary and relaxing environment for your pet.)

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Testimonials Page

You know how great your business is. Now let’s get your potential customers on the same page. Share recommendations, quotes, and testimonials from happy customers.

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Ratings and Reviews

Third party review sites like Yelp are an objective means for potential customers to gauge your business’s awesomeness. Yelp is free to join and encouraging customers to rate your business is great for business.