

Website Content Worksheet for Small Business Owners

The goal of this worksheet is to help small business owners draft starting content for their website in order to effectively communicate their business' message to their customers and the general public.

Each section focuses on creating text for the corresponding page of a simple small business website: **Home, About, Products/Services, Blog, and Contact.**

HOME

The home page of your small business website should simply and directly state the main purpose of your business. Visitors need to be able to understand what your business does with very little effort.

Instructions: Complete all sections, then use your answers to create text for your home page and to decide what elements to highlight in your layout.

What is your business' primary activity?

In two to three sentences, explain your basic business model to someone who has never heard of it.

What is your primary product or service?

In two to three sentences, describe your primary product or service. Pick only one (you can add more later).

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What is unique about your primary product or service?

In two to three sentences, explain a few of the unique or important features of your primary product or service. Why is it your top pick?

NOTE: Pick only one primary product or service for this section.

Potential customers should ...

Circle all of the actions you want potential customers to take on their first visit to your business' website.

Pick 3

Using the actions you circled, list the three most important actions you want potential customers to take on their first visit to your web-

Learn about product(s)

Learn about service(s)

Call business

Visit business

Make an appointment

Provide contact info (lead/query)

1. _____

Buy product(s)

Book a service

Read a blog post

2. _____

Comment on content

Follow your social media

Share content

3. _____

NOTE: Include at least one action that will allow a potential customer to convert to a paying customer!

How will potential customers take action?

For each of those three actions, explain in one sentence how potential customers will complete that action. For example, if the action is for a customer to subscribe to your mailing list, the customer must enter their email address into a form.

1. _____

2. _____

3. _____

NOTE: Some of these actions may require 3rd party services or additional steps. For example, to add a customer to a mailing list requires a mailing list service.

Pick your No. 1

Which of the top three actions is the important to your business goals?

What is the benefit of your primary CTA?

Explain in a few sentences why a new customer should complete your primary Call to Action (CTA). For example, if your CTA is to sign up for a mailing list, the benefit to the customer might be to receive discounts every month or to get notified when you post a new blog.



This is your primary Call to Action!

This action should be a main element on your homepage, clearly labeled and visible as soon as the page loads.

Existing customers should ...

Circle all of the actions you want existing customers who have already purchased a product or a service to take when they visit your website.

Pick 3

Using the actions you circled, list the three most important actions you want existing customers to take.

Buy product

Book a service

Call business

Visit business

Make an appointment

Provide contact info (lead)

Learn about product(s)

Learn about service(s)

Read a blog post

Comment on content

Follow your social media

Share content

1. _____

2. _____

3. _____

How will existing customers take action?

For each of those three actions, explain in one sentence how your existing customers will complete that action. For example, in order to read your latest blog posts, customers could click a headline or an image, or they could click a Blog link in the main menu.

1. _____

2. _____

3. _____

NOTE: Once you've successfully added your primary CTA to your home page, you can incorporate secondary CTAs, using the new and existing customer actions you've specified.

ABOUT

About pages are some of the most consistently clicked-on pages of any website. The About page of your small business website should provide more in-depth information on your company's history, the owner, the staff, and the mission and values of the company.

Instructions: Complete all sections, then use your answers to create text for your about page. You can put this information on one page or you can use subpages such as "About > Staff" or "About > Mission".

When and where did you first start your business?

In a few sentences, describe the start of the current business configuration.

Why did you start your business?

In a sentence or two, summarize your mission statement or business goals.

What is the history of your business?

In two to three sentences, provide a brief history of your business. If your business is a start-up, describe the path that led you to open your own business.

Who is the public face of your business?

In a few sentences, introduce the owner(s) of the business, or the person who will be the public face of the business. What is their story?

Do you have staff or business partners?

If you have staff that play a key role or deal with the public or if you make frequent referrals, introduce them here.

What is the most unique aspect of your business?

In one or two sentences, explain how your business is different than your competitors.

What assets can help you tell your story?

Pictures of the business, the owner(s), and/or the staff can help customers feel comfortable with and connected to your business. List the assets you want to use on this page.

PRODUCTS/SERVICES

You can put this information on one page or you can use subpages for each product or service that you offer.

Instructions: Complete all sections, then use your answers to create text for a products and/or services page. If you have both products and services, fill out one focusing on products and another focusing on services.

What is your primary product or service?

Summarize the highlights of the primary product or service that you described your home page. Instead of using the exact same text ... rewrite it!

What assets showcase your primary product/service?

For products, this may be a gallery of images. For a service, this could be client testimonials. List the assets you'll need to compile for this page.

What are the details of your primary product/service?

Provide a few additional details about your primary product or service, such as a description of your product's materials, or an outline of how your service works.

What are your additional products/services?

List up to five more products or services and provide a brief description of each.

Product/service

Description

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2.

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4.

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5.

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BLOG

Blog posts are a great way to provide more information to your potential and existing customers. Blog posts are also an effective way to increase your visibility in search engines and social media.

Instructions: Complete all sections, then use your answers to create text for your first few blog posts.

Select a prompt

Circle your two favorite prompts from the examples below, or write your own.

What is the most enjoyable part of your business?

Describe something you learned from your last customer or project.

Why did you start to carry/offer your most recent product/service?

What is a recent trend you have noticed in your industry?

What's the No. 1 question you are asked by first-time customers?

What is one thing you wish all your customers knew?

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Prompt #1

Write the first one to two sentences responding to your first prompt.

Prompt #2

Write the first one to two sentences responding to your second prompt.

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What was the most recent article you read related to your business or industry?

Write a few sentences about it. Why did you read it? Did you agree with it? Why or why not? Would you recommend other read it? Why or why not?

Title of article

Where was it published?

Your response

NOTE: Helping your customers learn more about your industry helps them understand your business. Use the following sections to find more articles to review, recommend, or refute.

News/information websites

Find and list three leading news or official information sources for your industry.

Title

Web address

Description

Title

Web address

Description

Title

Web address

Description

Industry blogs

Find and list three leading blogs in your industry.

Title Web address

Why are they a leader?

Title Web address

Why are they a leader?

Title Web address

Why are they a leader?

Social media

Find and list three leading social media influencers in your industry.

Username Social network

What is their area of influence?

Username Social network

What is their area of influence?

Username Social network

What is their area of influence?

CONTACT

When a potential customer clicks on your contact page, they are one step closer to becoming a paying customer. Be sure the information on the contact page is kept current at all times.

Instructions: Complete all sections, then use your answers to decide what information to include on your website's contact page.

How can customers contact you?

Circle all the ways your customers can reach you.

Phone

Email

Social media

In person/visit business location

Query/quote form

NOTE: To avoid receiving excessive amounts of spam, consider using a contact form that forwards the customer's message to your email.

What social networks are you on?

List all of your business' social media usernames. Also consider displaying this in the header, sidebar, or footer of the site so your customers can connect anytime.

Facebook

Twitter

Instagram

Yelp

Other

Additional elements may include your business hours, directions/a map, or available booking times.

Your preferred form of contact

What is the best way for your customers to contact you?



Include this on all pages

Your preferred method of contact should be easy to find on every page of your site, usually in the header or sidebar.

NOTE: Putting a consistent Name, Address, and Phone Number ("NAP") on your website and around the Internet makes it easier for customers to contact you and makes it easier for search engines to rank your site locally.