

CONTENT-CREATION WORKSHEET

This worksheet is your guide to creating killer web content. Take it with you everywhere. Well...maybe not everywhere. But definitely fill it out and bring it to the workshop.

HOME PAGE

Your home page 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. And remember to 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. *Example: Best Pet Service Ever.*

Tagline

Describe your business in one short sentence. *Example: 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 you want to use, make sure they're readily available on your laptop. No photos? No problem! The WSB includes a huge library of free stock photos and offers many options for image placement.



**Save these images to a folder
on your desktop or flash drive.**



Contact our support team 24/7 at bit.ly/supportgd or call (480) 505-8877. Mention promo code **SBDCLOCAL** or use link bit.ly/sbdclocal for discount pricing when purchasing. Additional resources are available at the GoDaddy Training Hub. Click or visit bit.ly/resourcehub.

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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. *Example: Contact us today for a free estimate.*

Products/Services

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. *Example: Ask us about our dog-walking and pet-sitting services. We also offer flea-prevention products at affordable prices.* And then link the phrases “dog walking,” “pet sitting” and “flea prevention” to their respective pages.

Contact form

What information do you need to collect from potential customers? *Example: Name, email address and phone number.* **TIP:** Generally, the less info you require, the more contacts you’ll acquire.

Endorsements

Showcase your credibility and boost customer confidence by including at least one glowing customer endorsement on your home page, and link to a full page of testimonials for visitors to read more. Now let’s hear your best endorsement:

Badges/Logos

Post badges, logos, certifications and/or guarantees on your site to boost credibility. Are you a member of a professional or trade organization? Have you been honored with industry awards? If so, show them off!



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CONTACT US PAGE

Do more than provide visitors your phone number, email address and physical address—generate leads and find more customers!

Contact basics

How do you want customers to contact you? Consider including:

- > Phone number.
- > Physical address along with directions and a map.
- > Email address.
- > Hours of operation.

Ways to connect

Websites are about interactivity. Connect your site to Facebook, Twitter, LinkedIn and more 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 add these categories:

- > Product returns. *Example: Send to P.O. Box 2423*
- > Billing issues. *Example: Email us at billing@mendelsmobilepetcare.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.

Categories

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

Details

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



WEBSITE BUILDER WORKSHOP

If you ever get stuck, take advantage of our award-winning 24/7 support via phone, chat or email. You can access GoDaddy Support from your Control Panel in Website Builder.



You can also get support by selecting **Open Support Ticket**.

We'll ask you two questions:

- > Which topic best describes your issue or concern? Select **Product Support**.
- > With which product do you need assistance? Select **Website Builder**.

Then we'll give you three options: phone support, live chat or email support. Easy, huh?

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support@godaddy.com