**Name**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Date** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Digital Identity and Content Creation Worksheet**

Marketing Refresh

*This worksheet is your guide to creating killer web content. Before designing your website... let’s dig into the content.*

**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! GoCentral has a huge library of free stock photos. Once your GoCentral account is set up, you can view all of the images there.

**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.)*

**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.

**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.

**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.

**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.)*

**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.)*

**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.

**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.