

The CONTENT Conundrum

Coming up with content is one of the hardest and most time consuming parts of creating a website, answering the questions below will help you organize your thoughts...

The 5 W's and the lonely H...
...or how to write a good about page



<i>Who?</i> Who are you? tell your story	<i>What?</i> What is it you do?	<i>Where?</i> Where are you located?	<i>When?</i> When did you start doing what you do?	<i>Why?</i> Why do you do what you do?	<i>How?</i> How do you differ from your competition?
 Promote your team with bios	 What experience or skills do you have to offer?	 Do you support organizations in your community?	 Do you have any awards or recognitions?	 Why choose you over others? Testimonials?	 How are you helping the environment?

answering any or all of these questions is a good start!

promote your **PRODUCT** by choosing your own adventure...



CONNECT with your customers

Can your customer reach you by phone?

What questions do you want on your contact form? **SEND**

Do you have social media links to include?

Do you want to display your business hours? **Come in We're OPEN**

Do you have multiple locations?

Do you want Google Maps integration?

sometimes pictures speak louder than words

Accentuate your information with images
Too much text can be overwhelming for your customers, the appropriate use of images helps break up the text and keeps them engaged. A visually stimulating site will help promote your brand and leave a better impression.

Try to avoid clip art as much as possible
Professional looking pictures of you and your team in action will help you connect with your customers.

showcasing your SERVICES

Describe your services to your client

How do your services stand out?

Write your content for the user, not the search engine

How do I get ranked well in google?
It's easier than you think! Google cares about your content, so if you create a useful, information-rich site, and write pages that clearly and accurately describe your business, it's the first step to a good ranking.

Include Keywords but dont overdo it!
Think about the words users would type to find your pages, and make sure that your site actually includes those words within it.

there are 3 sets of images to consider

 Branding logos and other related graphics	 First Impression slider images for the homepage	 Filler page specific images
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We're always here to help

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