

Website Content Template

Lead Magnet: What are you giving away for free? Information, products, resources, services to get people to subscribe to your page?

Home: 7-10 sentences

- What do you want people to know about your website at first glance?
- What is an overview of your website?
- Quote: What is your favorite quote or saying?

What picture would you like to display on your home page? Example (calming waters, customized graphic with your picture, a simple background that reflects general products that you are selling) Please describe or provide an attachment.

Highlights: What **3** areas about your service, product or cause would you like to highlight that is reflected to your website. For example, a fitness or financial website might include the following below:

Services

Self Esteem

Healing

Financial counseling

Credit

Growth

Mental Health

Why Choose Our Products

Training

If you are not sure how to answer the question above, I can assist you.

About: Tell your audience specifically about your services or an overview of your products. (ex. I provide counseling services that cater to individuals who. . .)

- Our services will help you improve . . .
- We are not your average company. What differentiates us from (the rest/our competitors) is . .
- Our services have the potential to
- At the end of our program you will be able to . . .
- The outcome of our services is . . .
- What problem are you solving?

Services/Product: Describe each service or product that you provide in detail.

(ex. One-on-One counseling, group counseling, pricing, etc.) (ex. T-shirts, sizes, colors, pricing, etc.)

Resources: What resources would you like to provide (ex. links, books, etc.)

About Me, My Story, Bio:

- Something I live by, a quote, a scripture, something I always say or a popular saying. . .
- I was born in (city, state) . . .
- Growing up as a child I experienced . . .
- My greatest challenge(s) in life were . . .
- I overcame them by . . .
- My passion is to . . .
- My business was founded in (year)
- I take pride in services/products because . . .
- My products and services are a solution to what problem?
- Education, employment, ministry or leadership experience?
- I have had the opportunity to . . . as it relates to ministry, volunteer or professional work.
- My greatest life lesson I learned is?
- What makes my business unique is that I offer . . .
- What do you want people to know about you?
- I look forward to helping people by . . .

FAQ: Provide questions and answers for FAQ

Contact: I can gather this information from you website inquiry form