# WEBSITE CONTENT

PROMPT WORKBOOK + WORKSHEETS

# You are reading this because you're in the market for a new or refreshed website!

Firstly, this is a very exciting to be in, but can also be very a bit overwhelming and scary at the same time. Chances are you're not a copywriter, and while you know your business/product/service inside out, writing may not be your strong suit—or—you just don't have the time to be writing out your website content line by line.

That's where the **Website Content Workbook** will come in handy! It's a comprehensive guide to planning your website content and can either be used as the foundation of writing your website content or can be a great starting point to send to a copywriter if you do not have the time/skill set to write your own.

# CONTENTS

# How to *use* the workbook

| USE IT AS A PLANNER | DON'T WORRY ABOUT GETTING IT PERFECT AT THE START | EVERY FIELD WON'T APPLY |
|---|---|---|
| The most efficient way to utilize this workbook is to use the prompts to plan out your content and either send to the copywriter you've hired or as an outline before heading into Word or opening up a new Google Doc. I always recommend writing your copy in one of those programs so you can do a proper spell check and format the text (bold/italic etc). | This prompt workbook isn't a one size fits all and is definitely more of a springboard than the bible of content writing, so don't worry if your content requires some tweaking or if your pages don't fit into the workbook sections required. Use your best judgment and fill out the fields that relate to your own unique brand/business. | This Website Content Workbook has been designed in a way that anyone can use it to plan their website copy, but in some sections the fields may only apply to certain platforms. This is not anything to worry about. The fields may still apply in some shape or form or with a different name, so you can definitely still fill them out. |

# This *isn't* a one size fits all kinda workbook

The best way to describe the **Website Content Workbook** is that it's a workbook full of prompts for what content your site CAN have rather than a best practice guide for HOW to write content. It's purpose is to educate you as a web design client on what content you can prepare for your website designer or copywriter, and all the different ways in which you can add your brand tone of voice and messaging.

It is not to take the place of actual copy writing or to help you write content better. It has been designed to offer you a more thorough look at what can be included and some reasoning and examples of what you can write.

The **Website Content Workbook isn't a one-size-fits-all kinda work book**, it's more a general springboard for content ideation and creation, and not all pages are covered or all points. Just an overarching view on the website content that may work well for most standard websites but is in no means an exhausted workbook for every business niche out there.

*With all that being said, let's get started!*

# 01.

## *The* RESEARCH

# Website Purpose & Goals

This section will help inform *how* we structure the website. It should also help with how you should be writing your content (tone, message, purpose), and what sort of imagery you might need.

## WHAT IS THE MAIN PURPOSE OF YOUR WEBSITE?

You can choose multiple, but a maximum of 3 should be enough to keep a strong focus on hitting these purposes.

**Promotional -** more text heavy, aimed at helping customers learn more about you and your products and history.

**Educational -** teach your audience something, more resource/blog post heavy, instructional language.

**To sell products and/or services -** Feature products and items, use language to market and sell, image-heavy.

**Motivational -** Inspire customers to do something, language use is more uplifting/guiding, resource and blog heavy.

**Functional -** Provide access to business services, online quotes, view order status, submit application.

**Engagement -** Provide a place for customers to interact with your business, blog-like, submit questions etc.

**Informational -** Provide information to current and potential customers, an overall look at your business and where to find you

**Entertainment -** E.g. online magazines, movies, the arts. Easy to navigate, frequently updated, engaging by using dynamic content, such as videos, Podcasts, slideshows, etc.

**Other:**

## WHAT ARE YOUR WEBSITE GOALS?

You can choose multiple, but a maximum of 3 should be enough to keep a strong focus on hitting these goals.

**Increase sales -** Search engine optimization, well-organized content, user-friendly site, effective calls to action, increase conversion rate.

**Becoming an authoritative resource (an expert in your field where people go for help/information) -** Providing quality content on your website, regularly adding new information, establishing trust, marketing your site on other websites and social media.

**Improve interaction with existing and potential customers -** Email marketing lists, online support (live chat), webinars, and content designed to give your visitor a reason to come back.

**Build your brand -** Active social media program, promotions, reputation management.

**Increase your leads (traffic/engagement/email capture) -** Clearly communicated content, consistently updated, search engine optimization, user-friendly site, effective calls to action, consistent sections for users to get in touch/contact/sign up.

**Other:**

Additional Notes:

# Target Audience

This can differ from your main audience if your website serves a different purpose, such as selling, or being more informational. What type of people do you want looking at your site/engaging with it?

**THINK ABOUT YOUR IDEAL CUSTOMER***

*Specifically the relevant details that relate to your business.

What are their interests:

What are they most passionate about:

Their biggest personal/professional goal:

What do they believe strongly in:

Their top priorities are:

What motivates them:

What are characteristics of their personality:

Other:

**WHAT ARE THEIR PAIN POINTS?***

*Specifically the ones you will be addressing/providing a solution to.

What scares them:

What keeps them up at night:

What are their frustrations:

What challenges are they facing:

What do they need/want that currently they can't get or find hard to access/buy/try:

Other;

Notes:

# Website Inspiration

This is an exercise that will help you, your copywriter and your website designer really visualize your ideas for your new site. Start by finding whole website or snippets of website sections that speak to you visually OR you like the way they work. Another great idea is to find examples of websites or designs you DON'T like and make a note of them, just for a well-balanced visual reference.

## INSPIRATION EXAMPLE #1

Add link(s) below:

**What do you like about this example:**
*i.e. color, layouts, sizing, notable features, things that it does, layering, image use, plugins, typography use, style of an element*

## INSPIRATION EXAMPLE #2

Add link(s) below:

**What do you like about this example:**
*i.e. color, layouts, sizing, notable features, things that it does, layering, image use, plugins, typography use, style of an element*

## INSPIRATION EXAMPLE #3

Add link(s) below:

**What do you like about this example:**
*i.e. color, layouts, sizing, notable features, things that it does, layering, image use, plugins, typography use, style of an element*

## ANTI-INSPIRATION EXAMPLE #1

Add link(s) below:

**Why do you dislike this example:**
*i.e. color, layouts, sizing, annoying features, things that it does, layering, image use, plugins, typography use, style of an element*

# Page Navigation Brainstorm

Use this interactive page as a guide for writing out the page navigation titles you need,
and any pages that will be under a main page. You can't go wrong with a pad and pen either
so feel free to print this out and scribble all your ideas all over it!

## HOME

**Main page or
folder of pages
or external link**

**Second level
pages OR
external links**

**Second level
pages OR
external links**

**Second level
pages OR
external links**

Additional content/notes for your designer/copywriter:

**TIP**

Your website will be mobile-responsive, but that
doesn't mean you should have a ton of pages in your
navigation as it will be hard for your users to navigate.

Suggestion: limiting it to about 6 main navigation titles
and any more can go into a drop-down folder (i.e. an
'About' folder could contain 'About Us', 'Our Process'
and 'Our Values' pages to store them neatly rather
than an additional 3 pages in the main navigation.

02.

*The*
DETAILS

# Domain Information

A domain name is your website name and the address your audience can search to find your website. A domain name can be any combination of letters and numbers, and it can be used in combination with various extensions, such as .com, .co, and more. Whatever you choose, it should be easy to remember and type out. The domain name must be registered before you can use it.

## RECOMMENDED DOMAIN REGISTRARS:

**GODADDY** - godaddy.com
Reliable, does custom emails, affordable, great customer support, integrates well with WordPress.

**GOOGLE** - domains.google
If you have any other recommendations for domain registrars, add them here to give your clients options (if they aren't bringing over their own domains.

What domain name have you chosen:

Have you purchased it yet?
    **Yes** (great!)
    **No** (get onto it, asap!)

If yes, who is your domain registrar (who did you buy it from)

Please provide login details below (username, email, password) OR delegate access*

Note - if you are working with a WordPress designer, they may need to access your domain DNS settings in order to link your custom domain to your new website (we won't bore you with the tech jargon, but they are important) so you will need to provide them delegate access to your account. This is just something to keep in the back of your mind once you've purchased your domain.

**\*What is Delegate Access?**
Delegate access lets GoDaddy customers share access to their accounts with other people without having to share passwords or other secure information.

**How to:** Grant GoDaddy account permissions to your website designer

# Backend Information

These are the details that build up the #behindthescenes foundation of your site, and may differ from what the public will see. All fields are optional, but WordPress recommends adding at least a business name and business address if you're using eCommerce or Email Campaigns.

## REGION & LOCATION

Country

State/Region:

Measurement Standard:

**Metric**

**Imperial**

## BUSINESS INFORMATION

Business Name:

Business Address:

Contact Phone Number:

Contact Email:

Business Hours:

## SOCIAL MEDIA ACCOUNTS (CONNECTED ACCOUNTS)

Facebook:

Instagram:

Pinterest:

Twitter:

Youtube:

LinkedIn:

Other:

# SEO Descriptions

All websites should be built for clean indexing by search engines but the content you add to your site and how you present it plays a big role in how easily people are able to find you. Ensure your site is optimized for search engines and visitors alike.

## WHAT IS AN SEO DESCRIPTION?

A short (50-300 characters), relevant, readable description of your site to your site meta description. This description will appear below your link in Google. By writing an engaging meta description that includes relevant keywords, this will lead to a boost in your click-through rate (people visiting your site!).

studiofourten.com ▾
**Studio Four Ten – Branding & Strategy Studio**
We help entrepreneurs build their business by focusing on three key elements of success — design, content + strategy. What We Believe ...
About · Design · Shop · Connect

Think of it like an elevator pitch but you only have 5 seconds to pitch. A good thing to think about is what people you want to work with are searching for and typing in.

## GREAT REAL WORLD EXAMPLES:

- **West Elm:** West Elm offers modern furniture and home decor featuring inspiring designs and colors. Create a stylish space with home accessories from West Elm.

- **Lonely Planet:** Love travel? Discover, plan and book your perfect trip with expert advice, travel guides, destination information and inspiration from Lonely Planet.

- **Lululemon:** Lululemon makes technical athletic clothes for yoga, running, working out, and most other sweaty pursuits. As always, shipping is free.

- **Jenna Kutcher:** I'm an expert at online marketing, a nerd when it comes to the numbers, and my obsession is teaching others how to make a living doing what they love.

- **Thrive Market:** Buy healthy food from top-selling, organic brands at wholesale prices. Thrive Market makes healthy living easy.

## SEO DESCRIPTION/META DESCRIPTION

# 03.

## *Page*
## PROMPTS

# Home Page

Your homepage is sometimes the first touch point your audience has with your brand so you want to make a great first impression! Your home page can usually be broken into sections (this will differ between every business) so start by thinking of what your TOP main points/messages/offering you want to showcase on this first critical page.

## WHO ARE YOU

In 1-2 short sentences, explain who you are/what you do/your mission statement/purpose:

*Depending on your site design, this may be used to introduce who you are at the top/on top of a banner image on your home page*

*Example: "Intentionally working with those who are passionate, committed, driven, dreamers and visionaries who are ready to tell their business story through fresh and creative design."*

## IMAGES

Add a Dropbox/Google Drive link to the images you want to use below:

## WHAT ARE YOU SELLING/OFFERING

List and/or describe your top services:

## CALLS TO ACTION PATHWAYS

List some paths you want your visitors to take:

Pathway #1                    *Additional text/elaborate on why they need to perform the action*

Pathway #2                    *Additional text/elaborate on why they need to perform the action*

Pathway #3                    *Additional text/elaborate on why they need to perform the action*

*Example: 'Read the Blog' or 'Learn More' or 'View Recent Work'. Think about how you want people to engage with your site and what actions you want them to take.*

## NEWSLETTER SUBSCRIBE FORM

Write down what your newsletter is called and why people should subscribe to it.

*Title e.g. Subscribe Now*                    *Description*

*Form Name*                    *Disclaimer*

*Submit Button Label (default is 'Submit' but you can snazz it up)*          *Post-Submit Message (default is 'Thank You' but you can change it)*

Require Name field *(Display input for the subscriber's first and last name instead of just email address.)*

## *OPTIONAL* PRE-FOOTER CALL TO ACTION

Use the last content area before the footer for a strong call to action/freebie/content upgrade:

Additional content/notes:

# About Page

Your About page can often become one of your most visited pages on your whole site so now is the time to wow your audience (no pressure!). A good way to start is to envision your target audience and what THEY want to hear. If they're coming to you for your professional services, they may want to hear about your background/credentials/your story. If they're coming to buy actual products, they may want to know your 'why', how you got started, the story behind the products. First person or third person, it comes down to writing something engaging for your personal audience, leaving them inspired to buy/try your offerings or contact you for more.

## NAVIGATION TITLE:

*Short and sweet, usually 1-2 words as this will be what shows in your main navigation. Example: 'About' or 'About Us'.*

### PROMPTS

- Name & title (most people will be looking for this/want to know you are real!)
- Describe what you do/services you provide
- Who you ideally want to work with
- Tell a story!
- Explain why someone should work with you
- Explain why someone should by your products
- Talk about your background/credentials

### ABOUT

Draft your About page content here:

## PAGE TITLE:

*The page title is what appears in the top of the browser window. Example: 'Meet The Founder' or 'About the Artist'.*

- Share a personal experience
- What is your business 'Why'
- Share details about what you do on your time off/not at work/hobbies
- Share some relatable facts about yourself
- Where are you from
- Add links to social media or articles you've been featured in

## CALLS TO ACTION PATHWAYS

List some paths you want your visitors to take from your About page:

Pathway #1                    *Additional text/elaborate on why they need to perform the action*

Pathway #2                    *Additional text/elaborate on why they need to perform the action*

Pathway #3                    *Additional text/elaborate on why they need to perform the action*

*Example: 'Read the Blog' or 'Learn More' or 'View Recent Work'. Think about how you want people to engage with your site and what actions you want them to take.*

### SEO

Unique description:

*Search results typically show your SEO title and description. Depending on the search engine, descriptions displayed can be 50 to 300 characters long. If you don't add a title or description, search engines will default to use your page title and content.*

### IMAGES

Add a Dropbox/Google Drive link to the images you want to use below:

Additional content/notes for your designer/copywriter:

# Services (*1 of 2*)

Depending on your business, this page could be the big seller of your website. This is where you want to be adding key information, pricing (or not), links and as many details as you can so that your audience has a very good idea of what you are offering and how it will benefit them. And, where to get in touch so they can take advantage of these services!

## NAVIGATION TITLE:

*Short and sweet, usually 1-2 words as this will be what shows in your main navigation. Example: 'Services' or 'Offerings'*

## PAGE TITLE:

*The page title is what appears in the top of the browser window. Example: 'What We Do' or 'Our Offerings.*

## PROMPTS

- **Challenges/Problems**
  Write/begin with an introduction of a few of the challenges or problems your audience is facing (that you're solving). Example: 'Are you struggling with ...' or 'this service is for you if...'

- **List your services**
  This will be dependent on your business, but you can either package up your services into clearly defined deliverables with a sentence or two explaining them, or you can keep it simple and just list out what you do and have a call to action for more information

- **Explain your process**
  This can be written out on your Services page, or linked to if you want to have it as a separate page. Think about the steps your audience needs to book in/get in touch, and how it all works once they begin working with you/have bought from you.

- **List prices (or not)**
  Again, very dependent on your business but you can either list your set pricing with each service, not include a price at all, or just have 'pricing from $X' so your audience knows where your pricing begins. Totally up to you!

- **Add a document**
  You don't have to have all your service info on the one page, get creative and include a downloadable Services list or Price list so people can quickly scan your Services page for relevant details and download your file to print and read later.

- **Include examples of your work/case studies**
  This is great for most businesses and can be exactly the visuals needed to inspire your audience to work with you/buy your service. Only include your very best examples, and you can even tailor them per service (Example: show website work for your website design services or provide a testimonial from a happy client for your coaching services)

- **Include some FAQs**
  Again you can either have them on the page, as drop-downs, as a PDF file they can download or with a link to separate FAQs page. Think about your most frequently asked questions and what would be helpful for your audience to know.

## CALLS TO ACTION PATHWAYS

List some paths you want your visitors to take from your  page:

Pathway #1                    *Additional text/elaborate on why they need to perform the action*

Pathway #2                    *Additional text/elaborate on why they need to perform the action*

Pathway #3                    *Additional text/elaborate on why they need to perform the action*

*Example: 'See Recent Work' or 'Get in Touch or 'Book a Project' . Think about how you want people to engage with your site and what actions you want them to take.*

## SEO
Unique description:

*Search results typically show your SEO title and description. Depending on the search engine, descriptions displayed can be 50 to 300 characters long. If you don't add a title or description, search engines will default to use your page title and content.*

## IMAGES

Add a Dropbox/Google Drive link to the images you want to use below:

Additional content/notes for your designer/copywriter:

# Services (*2 of 2*)

If you have more than 3 services, just duplicate this page and use it to write out more of your services.

**SERVICE #1**

Title:

Subtitle:

Description:

Price (if applicable):

Link to specific service image (Dropbox/Google Drive):

Add Pricing/Services downloadable file
Write out/Link to Process
Write out/Link to FAQs

**SERVICE #2**

Title:

Subtitle:

Description:

Price (if applicable):

Link to specific service image (Dropbox/Google Drive):

Add Pricing/Services downloadable file
Write out/Link to Process
Write out/Link to FAQs

**SERVICE #3**

Title:

Subtitle:

Description:

Price (if applicable):

Link to specific service image (Dropbox/Google Drive):

Add Pricing/Services downloadable file
Write out/Link to Process
Write out/Link to FAQs

# Blog

Your Wordpress blog will have a sidebar which can be completely customizable. Sidebars are a nice way to provide more info about you and/or links off to other parts of your site.

## NAVIGATION TITLE:

*Short and sweet, usually 1-2 words as this will be what shows in your main navigation. Example: 'Blog' or 'Journal'.*

## PAGE TITLE:

*The page title is what appears in the top of the browser window. Example: 'The Business Hub Blog' or 'Weekly Musings'.*

## PAGE INTRODUCTION (IF APPLICABLE):

*Sometimes you may want to begin your blog with an intro that's separate from your sidebar. Use the field above to write the short introduction.*

## SEO
Unique description:

*Search results typically show your SEO title and description. Depending on the search engine, descriptions displayed can be 50 to 300 characters long. If you don't add a title or description, search engines will default to use your page title and content.*

Additional content/notes for your designer/copywriter, or blog post ideas:

## FILTERING WITH CATEGORIES & TAGS

You can use categories and tags to organize content and help visitors find content that interests them. When a customer clicks on a category or tag in a blog post, they'll see all the posts filtered by that category or tag.

## CATEGORY IDEAS HERE:

*Categories divide content by subject or type. We recommend categorizing relatively conservatively as too many categories can be confusing or overwhelming to your readers.*

*Example: Business, Instagram, Personal,*

## TAGS IDEAS HERE:

*Tags can be used liberally and are post topic-specific. Tag with keywords, year, month, subject matter, or anything else your viewers might find interesting. Tags are like the original hashtag.*

*Example: Personal, family, love, lifestyle, beach, tree, camera, fun*

## MAIN IMAGE HERE

## MAIN IMAGE
Add a Dropbox/Google Drive link to the image you want to use:

Add Social media links

## INTRO TEXT

*Example: 'Hi, I'm...'*

## SHORT BIO

*Who you are, what you do, what the blog is about etc. Approximately 2-3 short sentences.*

## LET'S ADD:
A Category drop down
An opt-in freebie graphic
Newsletter subscribe
Links to Latest Blog Posts
Links to Top Categories
A search bar
Link to another page

# Shop (*basic settings*)

Depending on your business, this page could be the BIG SELLER of you website, so this is where you want to be adding key product information, pricing, product variations, product FAQs, shipping details and more. There are lots of settings you can add to a WordPress shop, so make sure to read through everything to ensure for a better customer experience.

## NAVIGATION TITLE:

*Short and sweet, usually 1-2 words as this will be what shows in your main navigation. Example: 'Shop' or 'Products'.*

## PAGE TITLE:

*The page title is what appears in the top of the browser window. Example: 'For the Home' or 'The Marketplace'.*

## PAGE INTRODUCTION (IF APPLICABLE):

*Sometimes you may want to begin your blog with an intro that's separate from your sidebar. Use the field above to write the short introduction.*

## SEO
Unique description:

*Search results typically show your SEO title and description. Depending on the search engine, descriptions displayed can be 50 to 300 characters long. If you don't add a title or description, search engines will default to use your page title and content.*

## TAKING PAYMENTS

To activate WordPress Commerce and start accepting payments, you will need to connect a payment processor in Payment Settings. After you connect a payment processor, customers will see its payment options at checkout.

**You can connect Stripe, PayPal, or both.** Choosing which processor to use for your online store depends on a few factors, like where you're located and which payment methods you want to offer.

### Available options:

**Stripe**
*Lets customers pay with their debit and credit card without creating or logging into an account.*

**Paypal**
*Lets customers check out using their PayPal account. PayPal's broad international support makes PayPal a great option for countries where Stripe isn't yet available or credit card use is less common.*

## WHAT CURRENCY WILL YOUR STORE BE IN:

You can only select one currency for your store. If you are wanting to connect both Stripe and PayPal, the bank account connected to your Stripe account determines the available currencies. If your country supports multiple currencies, WordPress recommends selecting the currency used by the bank account connected to your payment processor. Funds in that currency will go to that account with no conversion fee.

## LIST ANY DISCOUNTS YOU WANT TO RUN (SHOP-WIDE):

**You can offer different types of discounts in your store, including discounts for:**
- Entire orders
- Orders over a set amount
- Individual products
- Product categories

**You can customize the following settings for the discount:**
- Name (customers will see this at checkout)
- Type
- Which orders the discount can apply to
- Limits (Commerce Advanced plan only)
- Trigger type and Discount code (Commerce Advanced plan only)
- Start and expiration date
- Select a discount type

**Select from the following discount types:**
- **Percent off**
  Offer a percentage off a product or order. The percentage must be a whole number. Percent off discounts don't apply to shipping.
- **Amount off**
  Offer a flat amount off a product or order. Amount off discounts don't apply to shipping.
- **Free shipping**
  Remove shipping costs for an order. You can limit the discount to a specific shipping option, like free two-day shipping, or apply the discount to any shipping option you offer. Free Shipping can only apply to Any Order or Orders Over discounts.

**Select how the discount applies:**
- **Any order**
  Applies to any order with no restrictions by product or total price. For example, $10 off any order. Discounts won't exceed the order subtotal. For example, if the order subtotal is $40, a customer can use a $40 off any order discount, but not $41 off any order.
- **Orders over**
  Applies to orders with a subtotal equal to or over a certain price. The subtotal is the cost of all products, before tax and shipping. This is a great way to encourage more spending. For example, 15% off orders over $100 discount.
- **Single product**
  Applies to one product.
  Content in the product's additional information. For example, 5% off Polka Dot Dress.
- **Products by category**
  Applies to each product in the selected categories. You can select one or more categories to receive the discount. For

example, $20 off all items in the "Summer" and "Swimwear" categories.

**Set a limit (Commerce Advanced plan)**
To avoid the risk of overused discounts, you can limit the total uses.
- **Unlimited**
  Customers can use the discount unlimited times. You can still limit the discount with an expiration date.
- **Limited Uses**
  Enter a maximum number of uses for the discount. This limit applies to the discount itself, not the maximum number of times an individual customer can use the discount.
- **Customer Limit**
  Select Limit one per customer to limit the discount to one use per email address. For example, setting Limited Uses to 10 and enabling Limit one Per Customer, means the discount can be used 10 times total, but only once by each customer.

**Select a trigger**
You can require customers use a promo code to apply the discount. Or, if you're on the Commerce Advanced plan, you can automatically apply the discount if the order meets certain conditions, no code required.

**Create a promo code**
Promo codes can either be created or applied automatically at the checkout depending on your preference and hosting plan.

- **Create a code** customers must enter to apply the discount. You can also select Generate to create a random promo code. Promo codes appear uppercase, but aren't case sensitive. WordPress recommends using short codes to make it easier for customers to remember. For example, PROMO10 or SUMMER.

  Note: Use a new, unique code for each promotion. If you use the same promo code as an expired discount, the new code won't work.

- **Automatic code discounts** automatically apply the discount if the customer's order meets the criteria you selected without requiring a promo code. If the Applies to conditions are met, customers will see the discount at checkout.

- **Set a date range**
- All discounts require a start date:
- Select a start date and time for the discount.
- Select an expiration date and time. If a customer tries to apply an expired discount at checkout, they'll see an error message.
- Or choose 'Never Expires' to extend the discount indefinitely.

# Shop (*shipping*)

Use the guide below to compare shipping methods to find the best fit for your business. You can add as many shipping options as you need to.

## FLAT RATE

Flat rate shipping is a simple shipping option that lets you set a shipping price based on the number of items in an order. This method is well-suited for stores selling items where shipping cost is negligible or all items are roughly the same size and weight.

**Recommended for:**
- Small packages of high-value merchandise where shipping is negligible to the item cost, like jewelry.
- Stores where all products are roughly the same weight and size.

**Advantages**
This option is simple for customers to understand and a great selling point to advertise on your website.

**Disadvantages**
This option can't easily accommodate varied product weights.

## DEPENDING ON WEIGHT

Use the Depending on weight option to set shipping charges based on the total weight of all physical products in an order. You can create ranges to cover your various products and an ∞ (infinity) range to cover anything exceeding your pre-set ranges. To add this option, you must enter the weight for all of your products.

**Recommended for:**
- Businesses where weight is critical but all of your products are roughly the same size.

**Advantages**
This option allows you to vary pricing based on order weight.

**Disadvantages**
This option does not account for package volume dimensions, and doesn't account for shipping distance.

Tip: This type doesn't factor in shipping distance, but you can limit the option to a specific shipping zone which allows you to control for distance.

## CARRIER CALCULATED

Use Carrier Calculated shipping to automatically calculate shipping costs based on FedEx, UPS, and USPS rates. If you select this option, you must enter package dimensions and weights for each physical product.

**Recommended for:**
- Packages where the cost of shipping is a significant percentage of the price and depends on product dimensions.
- Larger items where increased distance adds a lot of costs.

**Advantages**
This option provides very accurate estimates based on true shipping costs. It takes location, weight, and dimensions into account.

**Disadvantages**
With this option, it's more difficult to communicate or advertise your shipping costs to customers ahead of time.

*To get the best results with Carrier Calculated shipping, be very precise with your product and package dimensions.*

## FREE SHIPPING

If you sell physical products, you can offer free shipping on all products by creating a free shipping rate.

Alternatively, you can create a free shipping discount. You can also set the free shipping discount to apply automatically at checkout.

## IN-STORE PICK-UP

Create an in-store pickup shipping option so customers can stop by your location to pick up their orders.

Note: In-store pickup options still require customers to enter a shipping address. WordPress recommends clearly labeling the option "In-store pickup ONLY" or something similar so customers don't mistake it for a free shipping option.

---

## SHIPPING OPTIONS:

**Flat Rate**
*Defines a charge for every order and a flat fee for every item.*

**Depending on Weight**
*Lets the cost depend on the total weight of the purchase.*

**Carrier Calculated**
*Requests a quote from FedEx/UPS/USPS using weight, distance and package size.*

**Free Shipping**

**Instore Pick-up**

## NOTE:

Shipping is going to be different for every website, every type of business, every plan you are on and very dependent on where you are in the world.

The guide above is to give you a great starting point for what will be available, then you discuss further with your website designer what settings you need to have for each separate shipping option (as they will differ per platform/website/option/product).

# Shop (*checkout*)

Your site's checkout page should be simple and streamlined, while still allowing customers to engage with your brand and review your terms and policies. Use the prompts below to customize your checkout experience.

## MAILING LIST

Check to allow customers to subscribe to a mailing list at Checkout

What Mailing List do you want to add people to:

## CUSTOM FORM ON CHECKOUT PAGE

Check to enable Custom Checkout Form
*Allows you to collect extra information from customers. Example: 'Where did you hear about us' drop down or 'Leave a note for your recipient' form field'*

Custom form idea here:

Form fields you can choose from: text, text area, drop down selection of options, checkboxes for multiple options, radio buttons for one answer, survey, name, email address, location, address, password, website, date, time, phone number, number, currency.

## CUSTOMER ACCOUNTS

Check to enable Customer Account
*Allow customers to create accounts on your site for faster checkout. With an account, they can view their past orders and save their payment and shipping information.*

## STORE POLICIES (OPTIONAL)

If you specify the policies below, links to your store policies are shown in the "Review & Purchase" section of checkout.

Returns Policy:

Describe the return policy for your store, how to return items, and contact info.

Terms of Service:

Describe the Terms of Service customers of your store are subject to.

Privacy Policy:

Describe the Privacy Policy customers of your store are subject to.

# Shop (*notifications*)

Your customers will receive automatic email notifications for their orders, subscriptions, donations and accounts. You'll also receive notifications for new orders and low inventory. The default appearance and content of customer-facing email notifications are ready to use as-is, but you can snazz them to match your design and brand. Editing these emails ensures your customers get the information you want them to, the emails you send reflect your brand voice, and that any replies go to your correct email address.

## REPLY-TO EMAIL:

Choose a Reply-To address you check often and one where you would like to receive replies to system emails like order confirmations or shipping notifications.

## ABANDONED CART RECOVERY

Check to enable Abandoned Cart Recovery
*Automatically send customers an email reminder about their cart 24 hours after they abandoned checkout.*

## PERSONALIZE ABANDONED CARD RECOVERY EMAIL

Subject line:                                                    Title:

*Example: Studio Four Ten | Your cart is waiting for you*        *Example: Your cart is waiting for you*

Message

## CUSTOMER ACCOUNTS

Check to enable Customer Account
*Allow customers to create accounts on your site for faster checkout. With an account, they can view their past orders and save their payment and shipping information.*

## CUSTOMER ACCOUNT EMAILS

Sent when an account is created or managed

**Welcome - sent when a customer creates an account**

Subject line:                                                    Title:

*Example: January Made Design: New Order Confirmed #00000*       *Example: Order Confirmed: #00000*
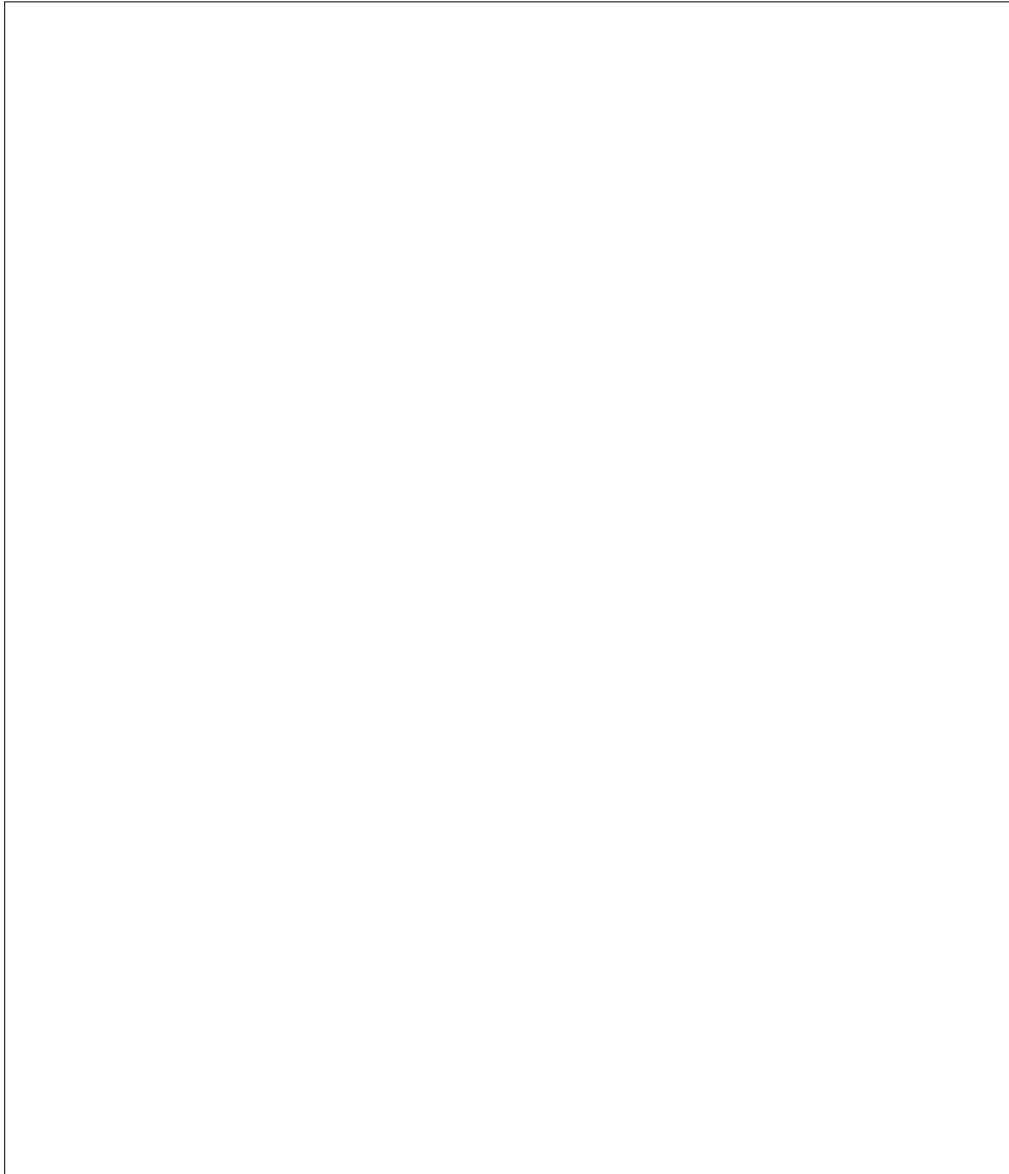
Message

*Example: Hi Jane,*

*Thank you for creating an account with January Made Design | Blenheim, Marlborough, NZ. With your new account, you can view recent orders and save payment and shipping information for a faster checkout.*

*VISIT OUR SITE*

*Thanks,*
*January Made Design | Blenheim, Marlborough, NZ*

# Shop (*notifications*)

Your customers will receive automatic email notifications for their orders, subscriptions, donations, and accounts. You'll also receive notifications for new orders and low inventory.
The default appearance and content of customer-facing email notifications are ready to use as-is, but you can snazz them up them to match your design and brand.
Editing these emails ensures your customers get the information you want them to, and the emails you send reflect your brand voice!

## ORDER EMAILS

Customize the automated emails sent to your customers.

### Order Confirmed - sent when an order is placed

Subject line:                                        Title:

*Example: Your business name: New order confirmed #00000*        *Example: Order confirmed #00000*

**Message**

*Example: Thank you for your order at Your Business Name.*
*Physical Product -  Once your package ships we will send you a notification email.*
*Digital Product - Unique links to your digital goods will be emailed to you.*
*Service Product - We will be in contact shortly regarding the services you have ordered.*

### Order Fulfilled - sent when an order is marked fulfilled

Subject line:                                        Title:

*Example: Your business name: New order confirmed #00000*        *Example: Order confirmed #00000*

**Message**

*Example: Your order from Your Business Name has shipped. Order Number: #xxx (placed on M/D/Y, timezone)*

### Order Refunded - sent when an order is canceled or refunded

Subject line:                                        Title:

*Example: Your business name: New order confirmed #00000*        *Example: Order confirmed #00000*

**Message**

*Example: Your order from Your Business Name has been refunded $xxxx*

# Shop (*product listing*)

Depending on your business, this page could be the BIG SELLER of you website, so this is where you want to be adding key product information, pricing, product variations, product FAQs and more!
There are 2 products to this page. If you have more products, duplicate the PDF pages and fill out as many as needed!

## Product 1

**Physical product**
A package must be shipped by the merchant.

**Service**
A service must be rendered. Services do not have shipping costs applied.

**Digital**
Customers receive a secure link to the file lasting 24 hours after the first download.

**Gift Card**
Customers can apply a gift card towards future purchases.

Title:

Price (and/or state price per variant e.g. size, weight, color, etc):                    *Not applicable on Digital Products*

| Price | Variant (size, weight, color, style) | Quantity | Price | Variant (size, weight, color, style) | Quantity |
|---|---|---|---|---|---|
| Price | Variant (size, weight, color, style) | Quantity | Price | Variant (size, weight, color, style) | Quantity |

Description:                    *Add more pricing variants below if needed.*

Link to product images (Dropbox/Google Drive):                    *Make sure images are in order of priority/importance*

Categories:          Tags:

Additional Information (Example: FAQs, a longer description, videos, or other content)

Check to become Featured Product
*Some templates and blocks will highlight products marked as "featured"*

## Product 2

**Physical product**
A package must be shipped by the merchant.

**Service**
A service must be rendered. Services do not have shipping costs applied.

**Digital**
Customers receive a secure link to the file lasting 24 hours after the first download.

**Gift Card**
Customers can apply a gift card towards future purchases.

Title:

Price (and/or state price per variant e.g. size, weight, color, etc):                    *Not applicable on Digital Products*

|  |  | Quantity |  |  |  |
|---|---|---|---|---|---|
| Price | Variant (size, weight, color, style) | Quantity | Price | Variant (size, weight, color, style) |  |
|  |  |  |  |  | Quantity |
| Price | Variant (size, weight, color, style) | Quantity | Price | Variant (size, weight, color, style) |  |

Description:                    *Add more pricing variants below if needed.*

Link to product images (Dropbox/Google Drive):                    *Make sure images are in order of priority/importance*

Categories:          Tags:

Additional Information (Example: FAQs, a longer description, videos, or other content)

Check to become Featured Product
*Some templates and blocks will highlight products marked as "featured"*

# Contact

You can add a Contact page to your site with content like your contact information, a form, a map, and hours of operation. Often overlooked as just a information page, your Contact page should still carry across your branding and tone of voice, and don't be afraid to have fun with it!

## NAVIGATION TITLE:

*Short and sweet, usually 1-2 words as this will be what shows in your main navigation. Example: 'Contact or 'Contact Us'.*

## PAGE TITLE:

*The page title is what appears in the top of the browser window. Example: 'Let's Chat' or 'Get in Touch'.*

Add Social media links     Add Newsletter Subscribe     Add FAQs to this page

## CONTACT
Page intro (if applicable):

## DETAILS YOU WANT TO PROVIDE:

Phone Number                          Email Address

Location/s                            Timezone

Opening Hours                         Studio Information

Other relevant information

## SEO
Unique description:

*Search results typically show your SEO title and description. Depending on the search engine, descriptions displayed can be 50 to 300 characters long. If you don't add a title or description, search engines will default to use your page title and content.*

## IMAGES

Add a Dropbox/Google Drive link to the images you want to use below:

## CALLS TO ACTION PATHWAYS

List some paths you want your visitors to take from your About page:

Pathway #1               *Additional text/elaborate on why they need to perform the action*

Pathway #2               *Additional text/elaborate on why they need to perform the action*

Pathway #3               *Additional text/elaborate on why they need to perform the action*

*Example: 'Read the Blog' or 'Check out our FAQs' or 'View Recent Work' . Think about how you want people to engage with your site and what actions you want them to take.*

## CONTACT FORM

This the most important part of your Contact page. Really think about what information you want to elicit from your audience, what's going to help YOU service their needs properly and efficiently.

Some examples are below, but try to personalize it to your own business:

| | |
|---|---|
| First Name & Last Name | Do you have a headline? |
| Email Address | What is your website? |
| Phone Number | What is your budget for this project? |
| Location/Address | Business Name |
| Message | Message |
| How did you hear about us? | What makes you excited to work with us? |
| What services are you interested in? | Subject line |

Other form fields you want to add.

Form fields you can choose from: text, text area, drop down selection of options, checkboxes for multiple options, radio buttons for one answer, survey, name, email address, location, address, password, website, date, time, phone number, number, currency.

Additional content/notes for your designer/copywriter:

# 04.

*Additional*
CONTENT

# Additional Content Sections

By filling out these fields you are weaving your branding and tone of voice through more pages and areas and building more rapport with your audience.

## ANNOUNCEMENT BAR

On WordPress, you can display a featured message in a bar across the top of your website that will be visible on both *your mobile and desktop site*. This is useful if you have new or important news to share.

Announcement bar content (text, emoji and link only):

*Example: 'Free shipping tonight only with code: FREE10' or '*Download *my latest free help guide'*

## PROMOTIONAL POP-UP

You can create a pop-up that appears when visitors land on your site to collect emails, advertise a promotion, or drive traffic to content.

**Goal**
You can enable a newsletter or button pop-up but not both at the same time.
What do you want visitors to do with your pop-up?

**Sign up for a newsletter**

**Click a button**

Button text:                                          Link to where do you want to send people:

Pop-up headline/title:

Body copy:

Link to Dropbox/Google Drive folder with what image you want to use:

## COMING SOON/LAUNCH PAGE

A cover page can be used to present information in a single, bold one page format.
Cover Pages are great for:
- Announcing a book or product release
- Advertising an event and collecting RSVPs
- Collecting email addresses
- Sharing a new song or full album
- Sharing a video
- Displaying a resumé
- Displaying a slideshow
- Showing a "Coming Soon" or "Under Construction" page while a larger site is in progress

Headline/title:

Body copy:

Link to Dropbox/Google Drive folder with what image you want to use (if applicable):

*You can have multiple images on a cover page which can cycle through like a slideshow, or just a single image (or no image at all! flat color is totally fine).*

Your Cover Page should have a clear goal.
Choose which type best meets your needs.

Option:

**Click a button**

Button text:

Options:

**Sign up for a newsletter OR**

**Fill out a form**

Custom form idea here:

Link to where do you want to send people:

*Form fields you can choose from: text, text area, drop down selection of options, checkboxes for multiple options, radio buttons for one answer, survey, name, email address, location, address, password, website, date, time, phone number, number, currency.*

# Additional Page Ideas

**FAQs Page**

**Testimonials**

**Privacy Policy**

**Terms and Conditions**

**Resource Library**
Free downloadables or courses or anything
you want to share (either free or paid).

**Recommendation Page**
A great page for sharing tools you use or other
businesses you recommend. Disclose any
affiliate links, and start to drive people to
your most recommended apps or websites.

**Events/Workshops**

**Image Gallery**

**Your Process**
Delve into what you will do and how you do
it, and give your audience a deep dive into the
inner workings of your services & process.

**Podcast**

**Courses (Free or Paid)**

**Disclaimer**

**Portfolio Showcase**
Great for showing off recent work
and who you have worked with.

**Directory**
Create a directory with different listings that
are helpful for your client or audience.

**Client Portal**

**Press/As Seen In**
Get featured a lot? Show it off with a page of
links to articles or write ups about you!

**Forum/Community**
Make sure your audience can find your group
with links to your forum/community.

**Commerce Related**
Shipping
Delivery & Returns
Size Guides
Orders
Make a Return

**Careers**

**Download the App**

05.

*How to*
PREPARE
& SEND YOUR
CONTENT

# Tips for preparing and sending your content to your website designer.

Disclaimer: This will vary wildly between every single designer out there, so this is really a basic recommendation for sending content. Your own designer or copywriter will most likely take you through their personal process. This is just a guide to help you on your way!

## 01. FILL IT OUT

No matter who your designer or copywriter is, most likely they will send you a questionnaire to fill out (or use as a guide).

Read it, fill it out, put some thought into it and try not to skip any sections if you can help it (unless they don't apply OR you need some help on how to fill it out).

Chances are your designer or copywriter has put a lot of thought into the questionnaire and the details they need to elicit.

Just because a question doesn't seem relevant to you right then and there, it could be a vital section of the website that your audience needs.

Example - a lot of my earlier clients would skip the SEO section of my questionnaire and then wonder why their site wasn't preforming well down the track, simply because they didn't see the point of filling out these fields (note: SEO = important!).

## 02. PROOFREAD + FORMAT

*This more applies to those who are undertaking the job of writing website content themselves (instead of sending to a copywriter to finalize)*

If you are writing your content yourself and sending it directly to your website designer, make sure it is absolutely FINAL before sending it off to be uploaded onto your site.

**This means:**

- **Doing a comprehensive spell-check**
  Chances are, your designer is not a copywriter or proof-reader (if they are wow, keep them forever), so you are in charge of ensuring your content is 100% accurate. They will be looking at the design, they won't be going through it with a fine tooth comb to see if it reads well/makes sense/has mistakes in it.

- **Format it thoughtfully**
  If you want something bold/highlighted/bigger/smaller - make a note of it. Designers although very good at what they do, are not mind readers. If you want a word to link to page leave a little note stating this, if you want a button, great! Note down where you want the button to go and what the button should say (e.g. 'Learn more about frogs')

- **Be specific**
  Make sure you're specific with instructions. It's fine if you don't care what goes where, but if you're more of a details person, leaving a note such as 'choose either title A or B' leaves too much room for interpretation. Make a decision to save time and hassle on both ends.

## 03. PLAN + COLLATE

*This more applies to those who are undertaking the job of writing website content themselves (instead of sending to a copywriter to finalize)*

- **Decide what final software/tool you want to write your content with**
  If you are proficient in Microsoft Word, then use that. If you prefer Google Docs, use that, or whatever you are most comfortable in. It doesn't have to be hard, your designer just needs to be able to read it and copy it to upload easily.

- **Decide how you want to send it**
  Your designer will let you know their preferred way, but in this case, it's advisable if it's a small website with only a few pages of short content, via email as a Word doc is fine, but if it's a large website, lots of pages and content and images – via a Cloud platform like Dropbox or Google Drive is best.

- **Be thoughtful with images**
  Whether your website is small or large, organizing your images for your designer to use is very important. Recommendation: put them in a separate Dropbox/Google Drive (D/GD) folder per page and clearly labeling them so your designer knows what to use and where. This leaves less room for interpretation and quicker uploading time. If they need to be in a specific order, label them 1,2,3 etc. If your designer has asked for hi-res, think 200KB-5MB ish and try to have them as PNGs or JPGs depending on your business/site.

## 04. ORGANIZE+ SEND

*This more applies to those who are undertaking the job of writing website content themselves (instead of sending to a copywriter to finalize)*

This tip is for those who have a large website with lots of content so they need to send their content via Google Drive/Dropbox.
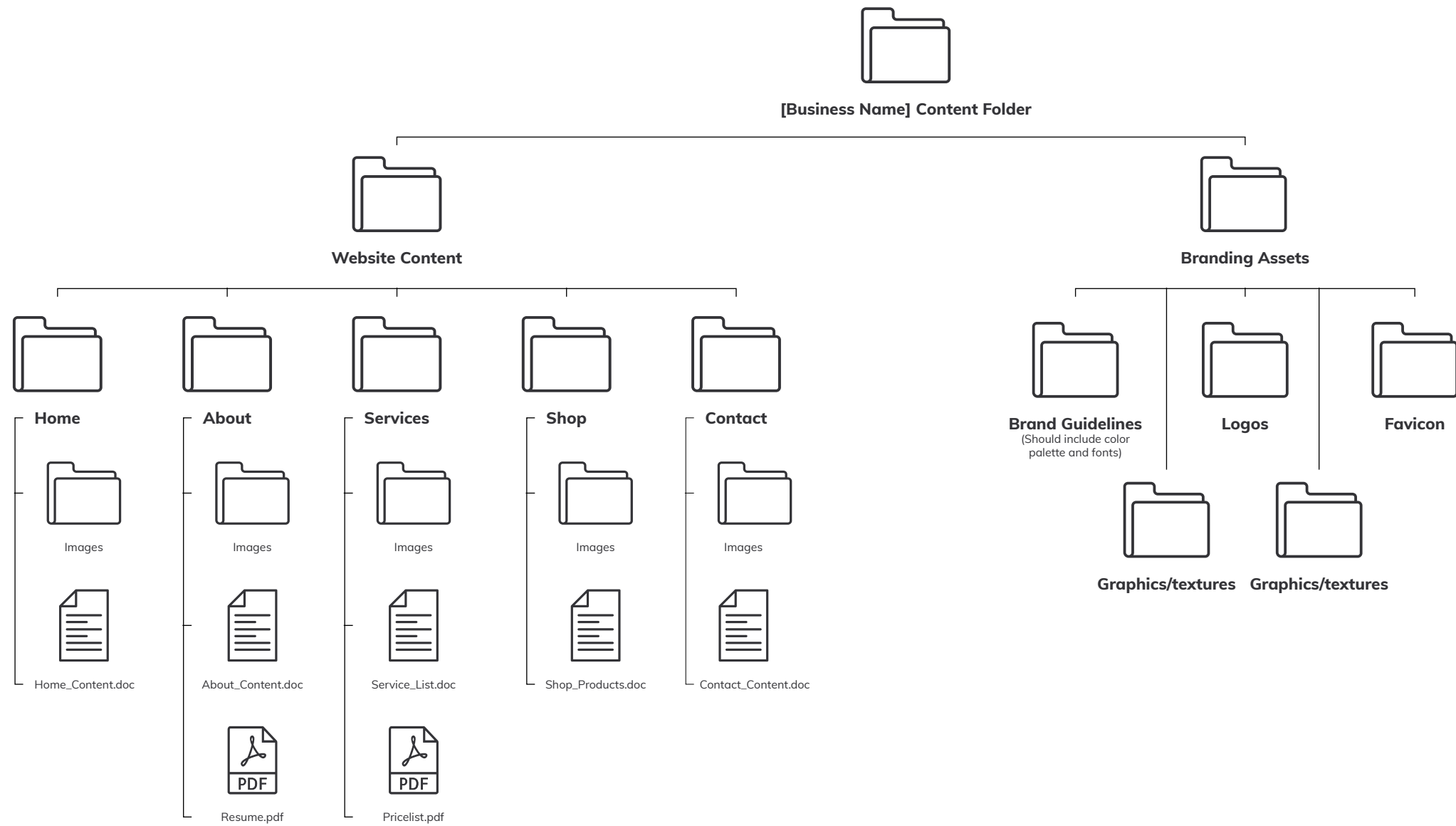
**Recommendation:**
- **Organizing your folders by page**
  Any content for a specific page should go in a folder named what you want to call the navigation title (Example: put all About page content in a folder called 'About'). Same with images, any images for a specific page should go in that folder.

- **Share permissions**
  Ensure when you finally share your content folder that your designer can access every file and nothing is missing. It can also help to give them access to edit so in real time they can tap out a note or question within your content that needs clarifying.

- **Include relevant branding files**
  If your website designer is different from your graphic designer, make sure to include a folder of branding assets that can be used to style your site. This can include the color palette, fonts, logo files (vector or PNG are the most helpful for web), any patterns or textures, website favicon and a social sharing image (like a profile pic).

*Tip: Don't put anything in your folders that don't need to be there. Duplicates, old notes, drafts, photos you don't like, random files—delete them, keep it neat!*

# Folder Example / Content System

A quick breakdown of how files and assets can be organized in a cloud based server like Dropbox or Google Drive. This is ideal for those who have a large website with lots of content. Remember, don't put anything in your folders that don't need to be there.



**[Business Name] Content Folder**

**Website Content**

- **Home**
  - Images
  - Home_Content.doc
- **About**
  - Images
  - About_Content.doc
  - Resume.pdf
- **Services**
  - Images
  - Service_List.doc
  - Pricelist.pdf
- **Shop**
  - Images
  - Shop_Products.doc
- **Contact**
  - Images
  - Contact_Content.doc

**Branding Assets**

- **Brand Guidelines** (Should include color palette and fonts)
  - Graphics/textures
- **Logos**
  - Graphics/textures
- **Favicon**

# Preparing Images & Files

Tips for sending & uploading

| FILE RESOLUTION | FILE TYPE | IMAGE SIZE/RATIO | NAMING | STYLE |
|---|---|---|---|---|
| **Look to keep your images between 200KB-5MB max.** <br><br> *If you can't make them smaller, please at least keep them under 25MB so your designer can optimize them with some thing like Tinypng.* <br><br> It can vary depending on what the image/file is being used for, so for example a large banner image could afford to be a little bigger/high-resolution (in the 1-3MB range) whereas a thumbnail image could be smaller (in the 200-300KB range). PDF docs should be less than 5mb. | **Please send either PNG or JPG for images, and PDF for files.** <br><br> PNG is a good choice for line drawings, text, and iconic graphics at a small file size. <br><br> JPG is a good choice for photographs and realistic images. <br><br> PDF is for sharing documents that cannot be modified but still need to be easily shared, downloaded, read and printed. <br><br> *Please do not send Word docs to be uploaded to the site, or the TIFF file format.* <br><br> *Remember to remove crop marks from any PDF ebook or digital resources.* | **Good practices to follow:** <br><br> If the image needs to be a banner, try - 16:9 or 1500px h x  800px w. <br><br> If the image needs to go on the page, try - 3:2 or something like 800px x 600px. Your designer can then crop in if the image needs to be square, but it just gives them padding to play with. <br><br> A4 landscape or portrait will work best for PDF documents you'd like people to read online or download. <br><br> A3/A5 etc might not have the desired effect for reading but would work if the purpose is to just print the file. | **Please use a consistent and thoughtful file naming convention that makes sense for the project and where the image/file will go.** <br><br> **Examples of good naming conventions:** <br> about - banner - four ten.jpg <br><br> **Images if you want in order:** <br> 1 - project name - gallery.jpg <br> 2 - project name - gallery.jpg <br> 2019 Info Pack - Four Ten.pdf <br><br> **Bad examples:** <br> 560nsn94dhs.jpg <br> Final_FINAL_2_revised.jpg <br> image (no extension) | **Good practices to follow:** <br><br> Stick to images that aren't too complex/layered/intricate if you want text to go over top (like a page title). <br><br> Choose images that aren't overused/can be identified as stock right away. <br><br> Give the focal point of the image a lot of room so your site can respond to different device sizes and not crop anything out. <br><br> If your image needs a transparent background, you'll need to get this clear cut BEFORE sending the image. |

THANK YOU FOR READING!

## Have a question about this workbook?

Feel free to email me with any questions or queries!

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