

No. 2 Pen Web Content Writer Checklist



As a business-owner you have the creative freedom to write web copy the way you want to. . .but what if the way you *want* doesn't yield results?

The trick is to write content that fits your vision, but also tells your story, provides scannable bite-size facts, and makes it easy for visitors to do more—whether that is buying, signing up, or contacting you.

Here is a 10-point checklist of items you need to create great web content that *works*.

- 1 Pages you need:** *At a minimum*, you need these pages: Home, About, Services (or Products), Contact, and a fifth page, which could be Why Us, Frequently Asked Questions, or Case Studies.
- 2 One sentence:** State what you do in one sentence. This could be a tagline that accompanies your website header or it could be an ounce of text within the rest of your copy. *i.e., The No. 2 Pen is a full-service writing and communications company.*
- 3 Unique selling position:** What is it you offer that your competitors don't? What makes you better than the rest? Once defined, mention this on your Home page and other relevant pages.
- 4 Pinpoint benefits:** We're not talking features, we're talking the concrete benefits, *i.e., time-savings, shinier hair, a successful business, a better behaved puppy.* List benefits on the most important page. *The "Why Us" page, maybe?*
- 5 Who is the audience?** Define your target market and speak to them throughout the content. *i.e., Small- and medium-sized businesses require quality web content.*
- 6 Number of words:** Generally speaking, the fewest number of words you need to convey your message is the correct number. Often times that's 250-500 words...but every page is different.
- 7 Heading and subheading:** Include keyword rich headings and multiple subheadings on every page. Keep headings short and write in the active voice!
- 8 Make the reader do:** Include a call to action on every page.
- 9 Endorsements:** Prove that you are as reputable as you say you are. Include testimonials, work samples, and case studies wherever possible.
- 10 Contact:** Include a phone number, email address, and a physical mailing address on your site. Make it easy for visitors to contact you and prove you are an accessible, professional business.