

Website Content Creation Worksheet

1. **Identify Your Target Audience.** Who is your ideal customer? What are their needs and preferences? What language and tone will appeal to them?

2. **Define Your Unique Selling Proposition (USP).** What sets your business apart from the competition? What problem does your business solve? What benefits do you offer that others don't?

3. **Develop Your Brand Voice.** What kind of language and tone should your website use? How do you want your brand to be perceived? What emotions should your website evoke?

4. **Determine Your Key Messages.** What are the most important things you want to communicate to your customers? What key benefits should be highlighted? What are the most common questions or objections that customers have?

5. **Create a Content Plan.** What pages do you need on your website? What information should be included on each page? What kind of media (images, videos, etc.) should be included?

6. **Write Your Content.** Use your brand voice and key messages to create engaging and informative content. Write in short paragraphs and use subheadings to make your content easy to read. Use bullet points to highlight key information.

7. **Optimize Your Content for Search Engines.** Use relevant keywords in your content to improve your search engine rankings. Use descriptive titles and meta descriptions for each page. Use alt tags for images to make them more search engine-friendly.

8. **Review and Refine Your Content.** Read through your content carefully and check for errors. Get feedback from others to ensure your content is clear and effective. Update your content regularly to keep it fresh and relevant.
