

WebDev Content Worksheet

Creating your content/text can be the single biggest obstacle in getting your website up and running. It may seem daunting, but the beauty of the web is that your site content can be quickly and easily changed to reflect changes in your business.

So, How Should You Get Started?

Look at competitors' websites, see what you like and dislike. In general, you have about ten seconds to grab a visitor's attention. So, as a visitor yourself; What caught your attention? Which areas did you tend to skip over? This should give you an idea of what and what *not* to include in your site.

A useful technique in establishing what facts need to be on your website is to begin keeping a list of questions that are repeatedly asked by current and potential clients/customers. Begin compiling lists of questions asked and make sure the answers to these questions are presented on your website as pertinent facts!

Points To Remember...

- People rarely read web pages word by word; instead they scan the page, picking out individual words and sentences.
- Reading from computer screens is slower than from paper. As a result, web pages need to use:
 - meaningful sub-headings
 - bulleted lists
 - highlighted keywords
- Credibility is a major factor in retaining visitor interest. Use objective language and avoid marketing jargon or exaggerated claims.
- Offer information in bite-size chunks which are easily digestible. Use short sentences, short paragraphs, and one idea per paragraph.
- Front load every page and every paragraph. Front loading means putting the conclusion first, followed by everything else. This way your visitor instantly gains an understanding of what the page is about and decide whether to read the page or not.
- Don't try to just sell your product and/or service, sell the *benefit* to the reader.

Ready To Get Writing?

The following page is a simple checklist to help you keep track of your work. Using the inQuis [WebDev Layout Worksheet](#) as a guide, create a separate word processor, text, or spreadsheet file (for tabular data) for each page in your site. Please be sure to name the file according to its corresponding web page name.

Also included in this package is a Keyword Worksheet. A keyword is the term someone uses when looking for information on the web through a search engine. We will work these keywords into the design of your website. The most important thing is that the keywords you select match your products and services. Keep in mind, not every page on your site will contain the same keywords. Please jot down as many words as you can come up with that best describe you, your business, your products and services.



