# **Website Copywriting Outline & Form**

What’s included in this document?

* Instructions & few simple questions about the company.
* 1 table per website page to be filled with information you with to publish on the website.

Few copywriting tips!

* Use Active Voice.
* Remember the Important Details.
* Make It Skimmable.
* Use Short Words.
* Don't Worry so Much About Keywords.
* Avoid Jargon, Bureaucratese, Hype and Corporate Speak.

Notes

* Information provided in this document **will be used as is**. Please make sure all information & spelling is correct.

**Please fill in the all missing information for preceding pages …**

**General Information**

**- company Name:**

**- Mission Statement:**

**- About the company (short description):**

(?) You can include things such as when & where the company was established, team description, company history, company goal & vision, company characteristics (fast, efficient, high-end, budget, affordable, competitives …)

**- Products & Services (List with short description):**

- General and children's Dentistry

- Cosmetic Dentistry and teeth whitening

- Dental implants and all on 4 technique

- Orthodontics and clear braces

- Root canal treatment

- Crown and bridge work

- Full and removable partial dentures

- wisdom tooth removal.

**Please fill in the all missing information in preceding pages (if any).**

|  |  |
| --- | --- |
| **Page Title** | Service Name |
| **Featured Image**  **[optional]**  (?) Provide a link to an image associated with this page. Minimum 1200x800px |  |
| **Copy:**  **- Provide a title per section**  **- Format section title in H2 (Heading 2)** | Service short description : -- Please fill this section Service benefits : -- Please fill this section Service features : -- Please fill this section Service delivery process : -- Please fill this section Deliverables : (?) what should the customer expect as a result of this service?  -- Please fill this section Call To Action [Optional] : (?) What do you expect the customer to do after reading this page? The default is “Contact Us” , but you can have a custom call to action per page.  -- Please fill this section |

**Please fill in the all missing information for preceding pages (if any).**