

Website Content Planner

Web-Smart.Co

Best SEO Agency in Hertfordshire

Strategic website content planning template. Plan your pages, write compelling copy, and maintain consistency across your entire website with this comprehensive content strategy guide.

Homepage Content

- ' Clear value proposition above the fold
- ' Compelling headline (benefit-focused)
- ' Sub-headline supporting main message
- ' Hero image or video that resonates
- ' Trust indicators (stats, awards, certifications)
- ' Clear primary call-to-action
- ' Overview of key services/products
- ' Social proof (testimonials, client logos)
- ' Final CTA before footer

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Service/Product Pages

- ' Clear page title with target keyword
- ' Problem statement (pain points)
- ' Solution explanation (how you solve it)
- ' Benefits list (what customer gains)
- ' Features list (specific details)
- ' Process or how it works section
- ' Pricing or package options
- ' FAQ section addressing objections
- ' Social proof specific to this service
- ' Strong call-to-action

About Us Page

- ' Company origin story
- ' Mission and values
- ' Team member bios with photos
- ' Unique selling proposition
- ' Awards and recognition
- ' Company timeline or milestones
- ' Behind-the-scenes photos
- ' Why customers should choose you
- ' Call-to-action to contact

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Blog Content Strategy

- ' Target keywords for each post
- ' Content calendar (12 weeks planned)
- ' Topic research based on audience needs
- ' SEO-optimised headlines
- ' Meta descriptions for each post
- ' Internal linking opportunities
- ' Featured images and graphics
- ' Call-to-action within content
- ' Social media promotion plan
- ' Email newsletter integration

Conversion-Focused Copy

- ' Benefit-driven headlines
- ' Emotional triggers and pain points
- ' Clear, concise language
- ' Action verbs in CTAs
- ' Urgency and scarcity when appropriate
- ' Risk reversal (guarantees, free trials)
- ' Specific numbers and results
- ' Customer-centric messaging ("you" not "we")
- ' Address objections proactively

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Need Professional Content Writing?

Web-Smart.Co offers AI-powered and traditional content writing:

- Website copy that converts
- SEO-optimised blog posts