

# Ø~~B~~à Homepage Copy Template

Fill in the blanks to create your homepage

**INSTRUCTIONS:** Replace the text in [BRACKETS] with your own information. Keep the structure but make it yours!

## Ø~~B~~ HERO SECTION (Top of Homepage)

Headline Formula: [Action Verb] + [What You Help With] + for [Target Audience]

Examples: "Launch Your Dream Website in 7 Days or Less" • "Professional Bookkeeping Services for Growing Businesses"

'p Your Headline:

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Subheadline: Explain HOW you help and WHY it matters

Example: "We handle the tech so you can focus on your business. No coding required."

'p Your Subheadline:

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Call-to-Action Button Text:

- Get Started
- Book a Free Consultation
- See Our Work
- Get Your Free Quote

Custom:

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## & ↪ PROBLEM SECTION

List 3-4 problems your customers face

**Problem 1: [Common frustration]**

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**Problem 2: [Time/money waste]**

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**Problem 3: [Fear/concern]**

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**Problem 4 (optional):**

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## '( SOLUTION SECTION

[Your Business Name] helps [target audience] [achieve desired outcome] through [your unique approach/method].

' ↪ Your Solution Statement:

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## Ø<β• FEATURES/SERVICES

List 3-6 key features or services

**Service/Feature 1 - Name:**

**Description (1-2 sentences):**

**Service/Feature 2 - Name:**

**Description (1-2 sentences):**

**Service/Feature 3 - Name:**

**Description (1-2 sentences):**

**Service/Feature 4 - Name:**

**Description (1-2 sentences):**

## Ø=Ý HOW IT WORKS

Describe your process in 3-4 simple steps

**Step 1:**

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**Step 2:**

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**Step 3:**

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**Step 4:**

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## Ø=Ü- SOCIAL PROOF / TESTIMONIALS

Add 2-3 customer testimonials

**Client 1 - Name:**

**Quote:**

**Title/Business:**

**Client 2 - Name:**

**Quote:**

**Title/Business:**

**Client 3 - Name:**

**Quote:**

**Title/Business:**

## Ø-PÉ FINAL CALL-TO-ACTION

CTA Headline (e.g., "Ready to Launch Your Website?"):

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Supporting Text (one sentence about what happens next):

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Button Text:

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## Ø-PÁP TRUST ELEMENTS

Pick 2-3 to include on your homepage:

- Money-Back Guarantee
- Free Trial/Consultation

Years in Business: \_\_\_\_\_ years

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Number of Happy Clients: \_\_\_\_\_ clients served

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Industry Certifications:

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Awards/Recognition:

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Need help? Email: [tom@lowlightdigital.com](mailto:tom@lowlightdigital.com)