

# Ø=þ€ Quick Start Guide

## The 10-Minute Website Copy Kit

Congratulations on your purchase! This kit contains 5 professional copywriting templates to help you create compelling website copy in minutes, not hours.

### Ø=Üæ What's Included

- Homepage Template - Complete homepage structure with fill-in-the-blank sections
- About Page Template - Tell your story and build trust with visitors
- Services Page Template - Showcase what you offer with clear, benefit-driven copy
- Contact Page Template - Make it easy for customers to reach you
- SEO Meta Tags Template - Optimize your site for search engines

### Ø<ß- How to Use These Templates

1. Open each PDF template
2. Read the instructions at the top of each page
3. Fill in the blanks with your business information
4. Type or write your responses in the provided spaces
5. Transfer the completed copy to your website
6. Customize and adjust to match your brand voice

### Ø=Ü; Tips for Success

- ' Be specific - Use numbers, timelines, and concrete details
- ' Focus on benefits - What customers GET, not what you DO
- ' Use "you/your" - Speak directly to visitors
- ' Keep it short - Short sentences and paragraphs
- ' Add personality - Let your unique voice shine
- ' Include proof - Testimonials, numbers, results
- ' Have clear CTAs - Tell people what to do next

### Ø=ÜÝ Recommended Order

1. Homepage (Most important - do this first!)
2. About Page (Builds trust and connection)
3. Services/Products (Shows what you offer)
4. Contact (Makes it easy to reach you)
5. SEO Meta Tags (Helps people find you on Google)

Time estimate: 10-15 minutes per page = ~1 hour total

## Ø<sup>β</sup> Power Words to Use

Transform, Discover, Proven, Guaranteed, Easy, Simple, Fast, Professional, Premium, Exclusive, Limited, Free, Instant, Revolutionary, Ultimate

## +P Before You Launch Checklist

- Clear headline explaining what you do
- Customer problems identified
- Your solution clearly explained
- How it works section
- Testimonials (even if just 1-2)
- Strong call-to-action
- All services/products listed
- Contact information easy to find
- No spelling or grammar errors
- Mobile-friendly formatting

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

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