

# Ø<ßà 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<ß 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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## & p 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].

' p Your Solution Statement:

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## Ø<ß• FEATURES/SERVICES

List 3-6 key features or services

Service/Feature 1 - Name:

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Description (1-2 sentences):

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Service/Feature 2 - Name:

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Description (1-2 sentences):

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Service/Feature 3 - Name:

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Description (1-2 sentences):

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Service/Feature 4 - Name:

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Description (1-2 sentences):

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## 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:

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Quote:

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Title/Business:

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Client 2 - Name:

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Quote:

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Title/Business:

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Client 3 - Name:

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Quote:

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Title/Business:

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## Ø=Þ€ 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=Þáp TRUST ELEMENTS

Pick 2-3 to include on your homepage:

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Money-Back Guarantee

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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)