

Website copywriting checklist

Are you ready for us to write your website?

So that we can help you get the best from your website copy, there are some things about your business that we need to know before we start.

All these things make a difference to the wording, section order and internal links on your site. Changes can be made later, but changing one thing means thinking about how other elements fit in.

Are you sure about the following?

1. Your business name (*eg, Sam's Van*)
2. Your business function (*eg, mobile catering*)
3. Your target audience
4. Your main ethos/how you wish to present yourself, (*eg, traditional, serious, modern, upbeat, reassuring, wacky...*)
5. Where you are based
6. Where you can work
7. What services or products you offer
8. What you DON'T offer
9. How you provide your services (*eg, travel out, online only, webinars, workshops, shop-based, 1:1...*)
10. Your prices
11. How you want to tell people your prices
12. Any special offers or deals
13. Any extra costs
14. Any free inclusive services (*eg, initial consultation*)
15. Payment methods (*eg, upfront, deposit, invoicing*)
16. How and when clients can contact you