Website content guide

What you put on your website will be defined by your products/services and your messaging. This document doesn't attempt to help you to define marketing messages (that's a whole discipline in its own right). Rather, it provides some guidelines for communicating effectively online.

Before you start:

Be aware that drafting the copy and collating the content for a website can be a time-consuming process. It usually takes much longer than people expect!

Also, remember to think about your content from your audience's perspective. Remember that your audience is busy and easily distracted. Make your content easy for them to read, understand, and engage with.

Website content checklist

- Allow plenty of time for drafting and collating content
- When writing, be concise. Don't be tempted to waffle.
- Don't write walls of text – break it up with headings, subheadings & bulleted lists
- Try not to be too formal & stilted – it's okay to be conversational
- Write short, simple sentences & short paragraphs.
- Use pronouns to talk about 'you' and 'us'.
- Use the language your visitors use
- If you wouldn't enjoy reading it – don't write it!
- Find a voice that balances polished and professional with friendly and real
- Use images to break up copy
- Don't be too literal in your image choices - your images don't have to be "on message".
- Choose attractive images that improve the look of the page
- For key pages, consider commissioning bespoke visuals or infographics
- Social proof is vital to establish credibility - find a place for testimonials, comment and feedback on your website.
- Use video to increase engagement and assist search rankings (70% of B2B buyers and researchers watched videos throughout their buying journey)