



BLOOM DESIGNS COMPANY

*presents...*

# THE WEBSITE CONTENT PLANNER WORKBOOK

*Your step-by-step guide to writing your  
website copy from scratch!*



## WORKBOOK

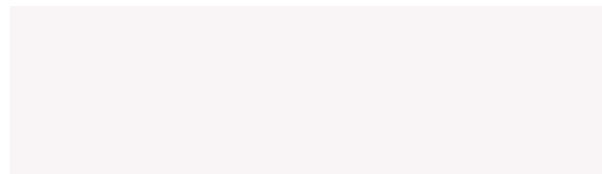
### HOME PAGE

#### THE GOAL OF YOUR HOME PAGE:

1. Quickly and clearly relay who you are and what you do. What's your value proposition?
2. Be so visually appealing with images or video so that they don't want to leave...
3. By way of calls-to-action (CTA's). What is the ideal path from visit to contact/purchase?

#### 1) IN ONE SENTENCE, DESCRIBE WHAT YOU DO AND WHO YOU ARE HELPING.

*For example, "A graphic and squarespace web design studio for small businesses and solopreneurs."  
Often times this is used to announce who you are on top of a banner image on your home page.*



#### 2) HOME PAGE CALLS-TO-ACTION!

*Write the paths you want your visitors to take. For example: Learn More or View Portfolio or Read My Blog. What is the ideal path from visit to engaging with you or buying from you?*

MacBook Pro

BLOOMDESIGNS.CO

*You're ready for a website for your brand!*

*now what?*



## THE END OF OVERWHELM

Welcome to your complete guide to writing your website copy and content, even if you don't consider yourself a "writer". This guide is perfect for anyone that has the daunting task of creating content for their website from scratch for their designers. Writers and non-writers alike all agree that this can be overwhelming for anyone!

*The most efficient way to use this workbook is to fill it out via Google Docs.*

>>CLICK HERE TO GET ACCESS TO THE GOOGLE DOC. SELECT FILE THEN MAKE A COPY TO CREATE YOUR OWN EDITABLE VERSION! <<

## WORKBOOK TIPS

- >> If you hired a copywriter to help you create your website content, use this guide as a comprehensive outline, they will love you for it! Bloom offers a *Written-With-You* writing package to our design clients and often times this is utilized.
- >> Use this as a guide to the bare minimum of content needed to design a beautiful and high-impact website for your business.
- >> It's not a one size fits all so if your business requires some tweaking, use your best judgement and answer the questions as it relates to your brand/business.
- >> Best practice for filling out this content planner is to have a separate Google Doc, Word Doc or the like and then use the corresponding questions numbers and type out your answers there. That way you can easily send the content to your designer once you are finished! Be sure to label each document file by its correspondence page name!
- >> Go at your own pace, take it one section/question at a time. Feeling a little overwhelmed at the thought of writing your own copy? Don't worry, the content workbook makes it easy by breaking up each page of your website into easy-to-answer questions.

Go through the content planner and answer the questions to the best of your ability. If you're not particularly thrilled with what you've come up with, let us know. We offer copywriting services and would be more than happy to help you craft some enticing content for your beautiful new site! Visit [bloomdesigns.co/services](http://bloomdesigns.co/services) for more information. We sincerely hope that this workbook helps you get that much closer to materializing your dream career!

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**2) HOME PAGE CALLS-TO-ACTION!**

*Write the paths you want your visitors to take. For example: Learn More or View Portfolio or Read My Blog. What is the ideal path from visit to engaging with you or buying from you?*

**PATH #1** \_\_\_\_\_

**PATH #2** \_\_\_\_\_

**PATH #3** \_\_\_\_\_

**3) WHAT ARE A FEW DETAILS THAT MAKE YOU DIFFERENT THAN OTHERS IN YOUR INDUSTRY?**

*Do you have a unique skill set, career path or life story that sets you apart? Each of us is so uniquely different from each other, so embrace it and discover what sets you apart.*

**4) NEWSLETTER SUBSCRIPTION FORM**

*Why should your target customer subscribe to your email list?*

**5) LIST YOUR SERVICES AND/OR WRITE 2-3 SENTENCES DESCRIBING YOUR SERVICES.**

**6) OPTIONAL!!! CONTENT UPGRADE OR "FREEBIE" IDEA.**

**WHAT CAN YOU GIVE YOUR VIEWER TO HELP THEM SOLVE A PROBLEM?**

*Need ideas? Visit our Content Upgrade Ideas + Inspiration Pinterest Board. TIP: Think about your most frequently asked questions, things you need from a client before they work with you, or something that you simply love and want to share with the world!*

ABOUT PAGE

**THE GOAL OF YOUR ABOUT PAGE:**

Connect with your viewer on a personal level.

This is your opportunity to make a connection with your viewer. Best practice here is to create copy that resonates with your viewer as if you were talking to them face-to-face about you and your business.

Also keep in mind that you need to continue leading them down your "path to purchase" by crafting your copy to lead them where you want them to go next.

*Here's what you need to include in your about page to keep moving them forward:*

>> **SUGGESTED ACTION ITEM FOR YOUR ABOUT PAGE:**  
**TAKE PROFESSIONAL HEADSHOTS <<**

**7) SELECT WHAT BEST ALIGNS WITH YOUR PLAN FOR YOUR ABOUT PAGE PHOTOGRAPHY AND RELAY THIS TO YOUR DESIGNER:**

- PLAN #1: I plan to take professional headshots and will have them done and shared with you by our client homework due date.
- PLAN #2: I have existing headshots that I plan to use for my website.
- PLAN #3: I do not want to invest in professional photography for my website at this time.
- PLAN #4: I do not want to include a photo on my About Page (not recommended but up to you)!

**8) WRITE YOUR NAME AND TITLE.**

*Your viewer will be looking for this right away, don't make them hunt for it!*

**9) WRITE A SHORT BIO.**

*Briefly describe what you do, what services you provide and who you ideally work with. You may also choose to include your experience and a personal story.*

**10) GET 2-5 TESTIMONIALS.**

*Testimonials are a great way to gain trust by showing proof. They can create enough assurance to convince a potential client to want to work with you or buy from you. BONUS to increase credibility and your conversion rate from website visitor to website visitor that takes action - get a headshot from your client along with their testimonial.*

**TESTIMONIAL #1:**

**TESTIMONIAL #2:**

**TESTIMONIAL #3:**

**TESTIMONIAL #4:**

**TESTIMONIAL #5:**

ABOUT PAGE

**2) ABOUT PAGE CALLS-TO-ACTION!**

*Write the paths you want your visitors to take on your About Page. (For example: Learn More or View Portfolio or Read My Blog). What is the ideal path from visit to engaging with you or buying from you?*

**PATH #1** \_\_\_\_\_

**PATH #2** \_\_\_\_\_

**PATH #3** \_\_\_\_\_

**NOTES FOR YOU OR YOUR DESIGNER:**

SERVICES PAGE

**THE GOAL OF YOUR SERVICES PAGE:** What, why and how?

Your services page might seem overwhelming at first but this is an easy page to write copy for. The main goal of this page is to explain your services, your process and how a potential client should contact you. Get viewers excited about the solutions that directly solve their problems!

*Here's what you need to include in your services page:*

**12) WRITE OUT A FEW OF YOUR IDEAL CLIENTS' COMMON PROBLEMS THAT YOU SPECIFICALLY SOLVE:** *Start out with "Are you struggling with ..." or "You've come to the right place if..."*

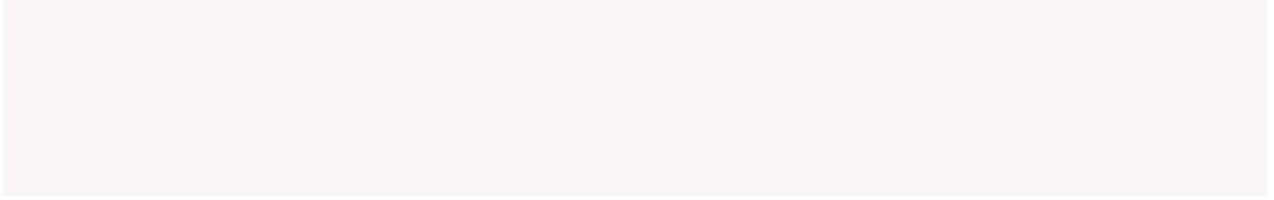


**13) WRITE YOUR SERVICES AND PRICING.**

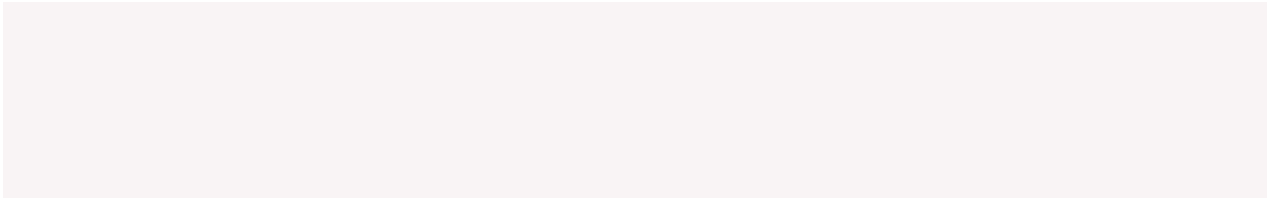
*Depending on your business either create packages and clearly identify deliverables or explain your services/prices in a few short sentences. If you'd rather not include pricing, we can create a call-to-action to contact you for pricing information. Or include a "starting at \$x" rate.*

**14) INCLUDE EXAMPLES OF YOUR WORK (IF APPLICABLE):**

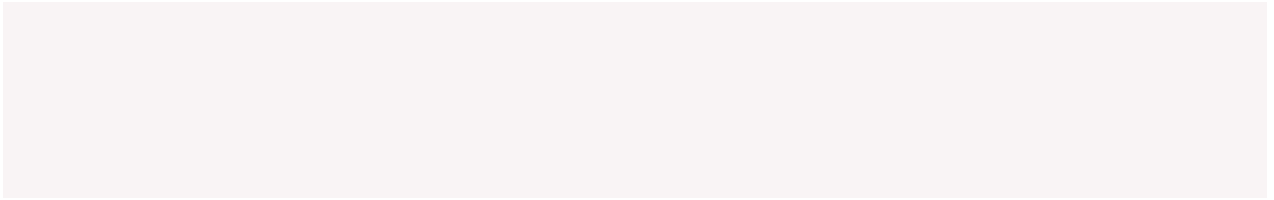
**PORTFOLIO PIECE #1**



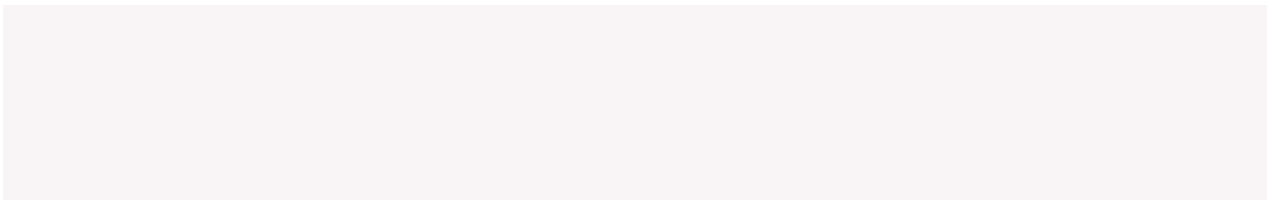
**PORTFOLIO PIECE #2**



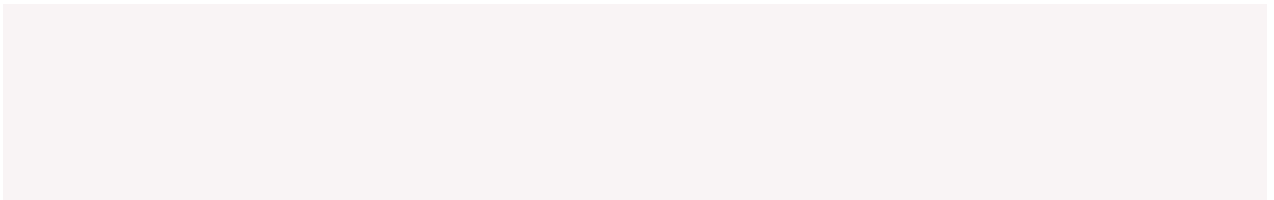
**PORTFOLIO PIECE #3**



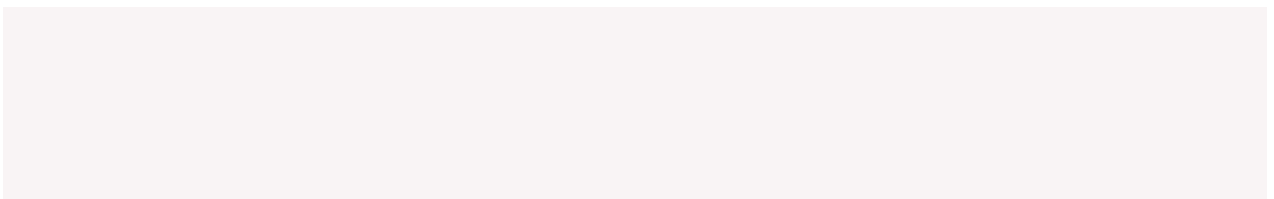
**PORTFOLIO PIECE #4**



**PORTFOLIO PIECE #5**



**PORTFOLIO PIECE #6**



**15) EXPLAIN YOUR PROCESS.**

*Either link to or include a simple step-by-step overview of your process. (i.e. Step #1: Initial meeting, Step #2: Reserve spot on project calendar, etc.)*

**16) TESTIMONIALS.**

*Decide if you want to link to about page or include testimonials on page. Write what you decided here:*

**SERVICES PAGE**

**17) WRITE OUT FREQUENTLY ASKED QUESTIONS AND ANSWERS.**  
*(Optional but highly recommended)*



**2) SERVICES PAGE CALLS-TO-ACTION!**

*Write the paths-to-purchase you want your visitors to take on your Services Page.*

**PATH #1** \_\_\_\_\_

**PATH #2** \_\_\_\_\_

**PATH #3** \_\_\_\_\_

**THE GOAL OF YOUR CONTACT PAGE:**

Make it easy, be clear, and offer options.

What's important on this page is that your potential client feels comfortable and motivated to ask the right questions. This is the point on the path that we've been hoping your visitor gets to!!! You'll want to give your potential client information about how they can reach you and what to expect.

*Here's what you need to include in your contact page:*

**19) WRITE A SHORT AND SWEET HELLO AND THANKS FOR VISITING.**

*Start by saying hello and thank them for visiting your website in a brief hello and thank you message.*

**20) WRITE A FEW SENTENCES ON HOW YOU WANT PEOPLE TO CONTACT YOU.**

*Ask your potential client to fill out your form and/or include an email address where you can be reached. Sometimes potential clients feel more comfortable writing a personal email rather than filling out a form. Give them options.*

**20) WRITE A FEW SENTENCES ON HOW YOU WANT PEOPLE TO CONTACT YOU.**

**21) WRITE WHEN YOUR POTENTIAL CLIENT CAN EXPECT TO HEAR FROM YOU**

**(OPTIONAL).** *i.e. Specific day of week or within 24-48 hours). People expect instant responses. Calm their nerves by offering an explanation of when they can expect a response. I typically respond within 24 hours.*

**22) WRITE YOUR BUSINESS INFO. (OPTIONAL, BUT GREAT FOR SEO)**

**BUSINESS HOURS:** \_\_\_\_\_

**PHONE #:** \_\_\_\_\_

**LOCATION:** \_\_\_\_\_

**23) LINK TO FAQs (OPTIONAL)**

*Do you want to link to FAQs page or a PDF? Yes or No?*

**YES**

**NO**

**24) SOCIAL MEDIA LINKS.**

*What social media platforms do you want to include? Copy and paste your account URL below.*

**FACEBOOK LINK:** \_\_\_\_\_

**TWITTER LINK:** \_\_\_\_\_

**PINTEREST LINK:** \_\_\_\_\_

**LINKEDIN LINK:** \_\_\_\_\_

**INSTAGRAM LINK:** \_\_\_\_\_

**OTHER:** \_\_\_\_\_

**OTHER:** \_\_\_\_\_

**OTHER:** \_\_\_\_\_

**25) FORM QUESTIONS.**

*Require your potential clients first/last name and email. You might include specific questions to help you prepare for your initial meeting, or a list of which services they are interested in discussing with you. You could ask how they found you. Write your additional questions here:*

**QUESTION #1**

\_\_\_\_\_

**QUESTION #2**

\_\_\_\_\_

**QUESTION #3**

\_\_\_\_\_

**QUESTION #4**

\_\_\_\_\_

**THE BLOG SIDEBAR**

Blogging is a way to let your potential clients know the person behind the brand before they make a big purchase. It's oftentimes the biggest most lucrative driver of site visitors, content for your social accounts and can result in tons of new business!

The most popular and successful blogs will focus on a specific niche. It's suggested to write about what your audience finds interesting.

*Here's what you need to include in your blog's sidebar to move your visitor TO ACT!:*

**26) PROFESSIONAL PICTURE, BIO, AND BLOG DESCRIPTION.**

*Size your image at least 440 px x 440 px. Write a description of what you blog about and/or a short bio:*

**27) CATEGORIES.**

*This is optional. If you choose to write about a few topics you may want to group your posts into categories and share your categories on your sidebar. What topics will you write about?*

**CATEGORY #1** \_\_\_\_\_

**CATEGORY #2** \_\_\_\_\_

**CATEGORY #3** \_\_\_\_\_

**CATEGORY #4** \_\_\_\_\_

**CATEGORY #5** \_\_\_\_\_

*congratulations*

# YOU'RE DONE!

I sincerely hope that this workbook alleviated some of the overwhelm and writer's block that sometimes comes with the client homework phase of your new website design project. Here's to your wildest dreams, greatest success, and beautiful new website to come!



Hi, I'm my name is Jenny, the Founder, Chief Designer, and no-nonsense branding Coach at Bloom. I not only design beautiful, modern brand identities and websites; I provide comprehensive entrepreneurship coaching that supplements your visual overhaul. I guide you through brand conception to digital marketing empowerment with tips and tools to leverage your new look and website. I not only give you a fish, I also teach you how to fish.

### **Interested in working together?**

Check out our Brand Identity and Web Design Packages [here!](#)

- Jenny Johnson | [www.bloomdesigns.co](http://www.bloomdesigns.co) | [jenny@bloomdesigns.co](mailto:jenny@bloomdesigns.co)





*congratulations*

# YOU'RE DONE!

## HERE ARE YOUR NEXT STEPS

Congrats you've completed your content planner. Here's what happens next...

Submit Your Content Planner To

[clientsuccess@bloomdesigns.co](mailto:clientsuccess@bloomdesigns.co)

Our Client Success Manager will review your content planner to double check each question, proofread for typos and small grammatical errors. If you'd like additional copywriting assistance like creative and strategic input for headlines you can add on our copywriting package. (See Add Ons)

### Kick-off Call with your Designer, Jenny.

Once your content planner is checked by the Client Success Manager and the final version is completed, your brand new website will move into the design phase. Schedule your 30-minute kick-off call with Jenny to make sure all your questions are answered and discuss the design process moving forward. Finally, the fun part!

## HAVE QUESTIONS?

Let us know!

Jenny Johnson - Designer + Coach

[jenny@bloomdesigns.co](mailto:jenny@bloomdesigns.co)

*\*Send content planner questions to Client Success Manager.*

Sharice Enis

Client Success Manager + Copywriter

[clientsuccess@bloomdesigns.co](mailto:clientsuccess@bloomdesigns.co)