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EDITORIAL TRAINING & CONSULTANCY

Website content planning

1. Why do you need a website?
2. Who do you expect to use it?
3. What will it do for them?
4. Imagine a user coming to your site for the first time. What questions would he or she ask?
5. What answers will the website provide?
6. What is your unique selling point? Can you sum it up in a slogan of about five words?
7. What search terms would you expect people looking for your site to use? Suggest some words and phrases you would use in your text.

When you are clear in your mind what you want to say, organise your material under five or six headings - including the usual Home, About, Contact - which will be your main navigation.

Try to make each page discrete, in other words don't repeat the same information on different pages.

Keep it as short as you can!