

White Water Web Design

How To Develop Content- For A Small Business Website

Steps to Developing Content

- Look at your competitor's sites for ideas.
- Decide what pages you want on your site.
- Make a separate document for each page.
- Write the content
- Proofread everything- **Especially the Contact Info!** Try to simplify as much as possible.
- Email the documents to Whitewater:
info@WhiteWaterWebDesign.com

Organizing Your Thoughts

Web Pages Vs. Web Site

A **web site** is made up of a series of **web pages**. When you browse the internet, you look at one **web page** at a time. A group of interrelated pages that all look the same make up a **web site**.

Typical Pages on a Site

Most small business websites have a few more or less similar pages. Check out our site, www.whitewaterwebdesign.com and the sites we've produced in our portfolio. The following pages are a good place to start with your site.

- **Home-** This page states, in a nutshell, who you are and what you do.
- **About-** A more detailed page that gives company and/or personal history.
- **Services-** This page is offers the nitty gritty of what you do. Specifically what you offer and possibly what you charge should be included here.
- **Contact-** States all of the contact info for your company: Phone, Fax, Email, and Physical Address should all be included. You can also include a map or driving directions to your location. Even though your contact info may be stated at the bottom of every page, it's still a good idea to include a contact page so people in a hurry don't have to hunt for your number.

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Additional Pages

Of course, your website can include much more than this.

Other ideas for pages:

- **Testimonials-** Got quotes from satisfied clients? Put them here.
- **Photo Gallery**
- **Articles-** Writing articles pertaining to your business is a great way to boost traffic to your site.
- **Why Use Us?-** Let your customers know why you're better than the competition.

Need Some Inspiration?

Look at your competitors sites. What's on their sites? Do online searches for sites in your area and nationwide. Pick out your favorite elements from the sites you like best.

Writing For The Internet 101

This is different than writing for printed materials. The internet is fast paced. **People typically scan pages** rather than read them through, top to bottom. If all your information is in huge blocks of text, it will largely be ignored. Use this document as a model.

Here's a few tips:

- **Keep it short**
- **Break it up-** Short, separated, chunks of text are easier to read and less daunting to the user.
- **Give every paragraph a heading-** This makes it easier for the user to quickly find what they need.
- **Use bullet points-** Again, easy to scan.
- **Use bold text-** For things you want to emphasize.

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