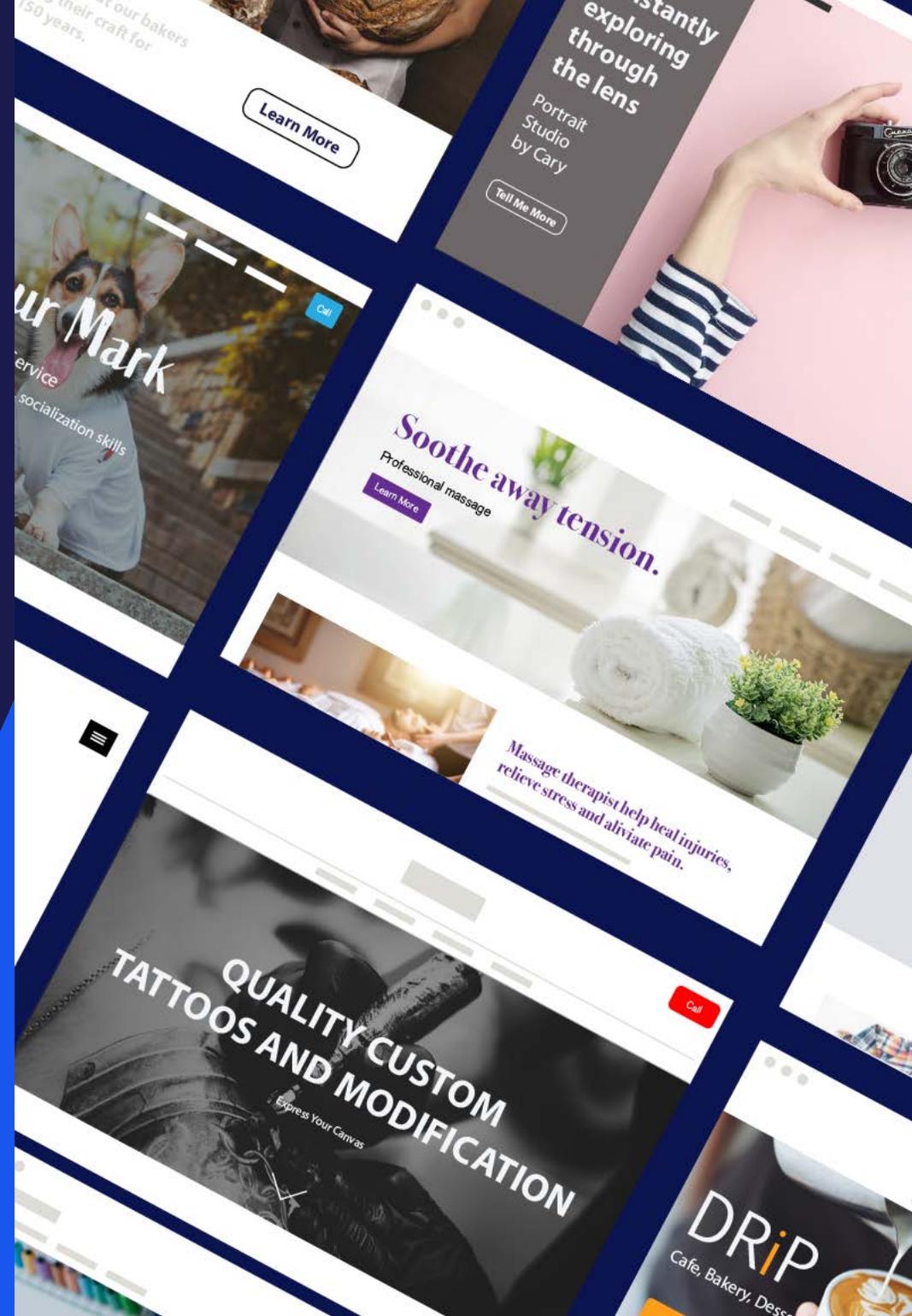


Workbook

Create Your Website:

3 pages you
need to publish
with confidence

 Constant Contact



1

A mobile-friendly website



2

An email marketing tool



3

A primary social channel



4

Up-to-date business listings



5

A way to easily create content



Here's what you need to get online

A mobile-responsive website should be at the center of all of your online marketing activities, however publishing a website can feel like a daunting task.

Even with a template that takes care of the look and feel of your website, you still need to create the content for your pages.

Don't worry, it's simple enough once you know where to focus. You can publish your website quickly with just the essential pages you need to get yourself online.

Use this workbook to confidently create a great homepage, about page, and contact page.

You'll learn:

- 4 questions your homepage must answer before you hit publish
- The real purpose of your about page and how to create one your visitors want to read
- How to make it easy for visitors to find and contact you
- Tips for using images on these pages
- How to collect an email address from site visitors

Let's get started!

How to Create an Effective Website Homepage

The purpose of your website homepage is to introduce visitors to your business and encourage them to take a next step with you.

Your homepage is often the first impression potential customers have of you and your brand, so make it easy for visitors to quickly identify what you're offering and what they need to do to get it.

Answer the following questions so your visitors are clear about what your business offers:

- What is your product or service?
- Who is it for?
- So what?
- What should the visitor do next?

Use the space to the right to jot down some ideas for your homepage. Remember, keep your homepage content focused on how your business helps people solve a specific problem they're having in relation to your product or service.

What is it?

What is your product or service?

Who is it for?

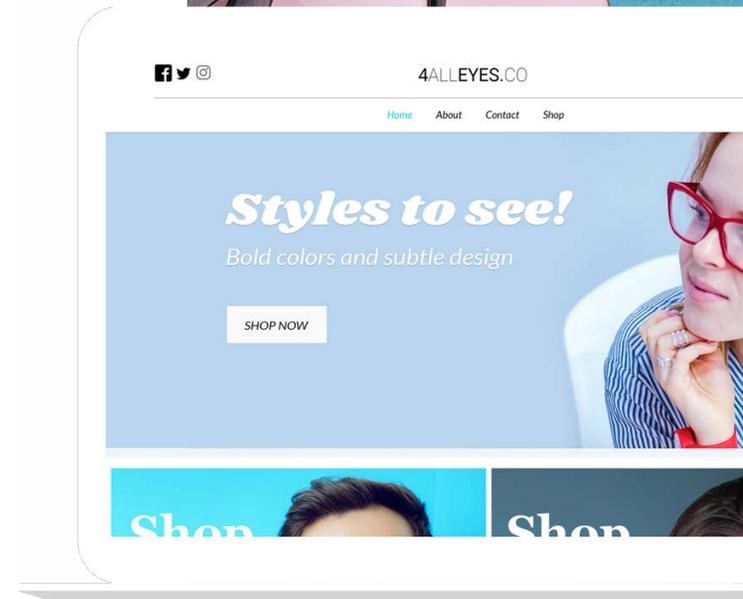
Who is the ideal customer for your product or service? Are you serving a particular group or industry?

So what?

Why would your potential customer care? Is there something about your product or service that makes it unique?

What should the visitor do next?

Should they make a purchase? Contact you for more information? Request a demo? Give an email address for additional resources?



How to Create Your About Page

The purpose of your about page is to share your story with a focus on how you solve a problem your potential customers are facing.

People reading your about page are looking for reassurance that you can deliver, so give that reassurance. Share what you do, your history, and qualifications.

If you're the face of your business, share your journey from struggling to achieving success.

If you're a company, share your mission and how you help people solve a problem.

Don't be afraid to let the personality of your business shine. Add a dash of humor (if that's part of your brand). If you're business-like but not boring, reveal that in your tone.

Jot down some ideas by answering the questions to the right.

What is your story?

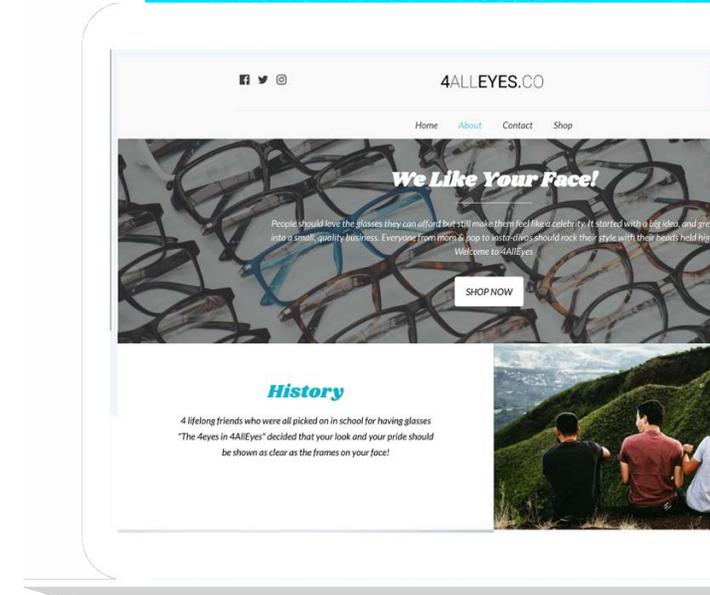
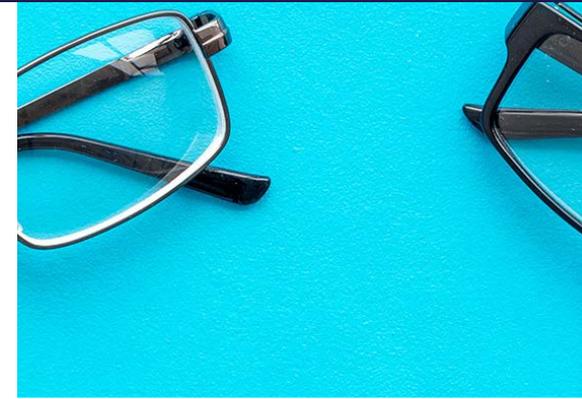
How did you get started? What obstacles did you overcome? Why is your work important to you?

Why should people care?

How will potential customers benefit from working with you?

What makes you or your business different?

What are you better at than anyone else? How will you use these skills to help your potential customers?



How to Create Your Contact Page

The purpose of your contact page is simple: To make it easy for visitors to find and contact you.

Don't expect your customers to do a lot of work to figure out how to reach you. Make it easy or they'll leave and find someone else who is easier to contact.

The contact page should again summarize what you do (in about three sentences) and then give all your contact details.

Your visitor wants to know:

- Where can I find you?
- When can I find you?
- How can I contact you?

Makes notes for your contact page to the right.

Where can I find you?

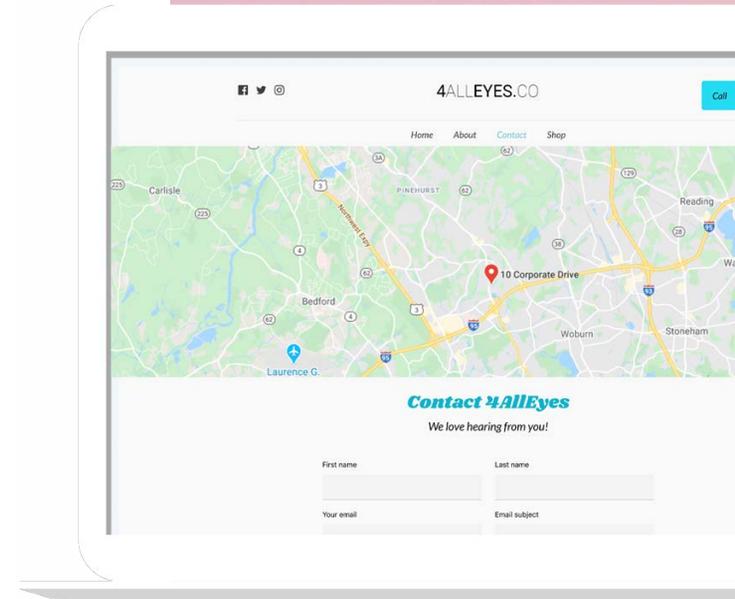
Do you have a physical location? Where is your company based? Do you have any social channels?

When can I find you?

What are your hours of operation?

How can I contact you?

List all the ways to get in touch with you. Start with the preferred method of contact.



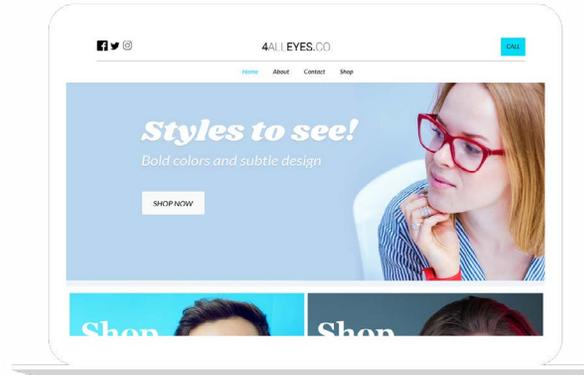
Tips for Using Images

High-quality images play an important role on your website.

If you don't have access to your own images, you can use stock images.

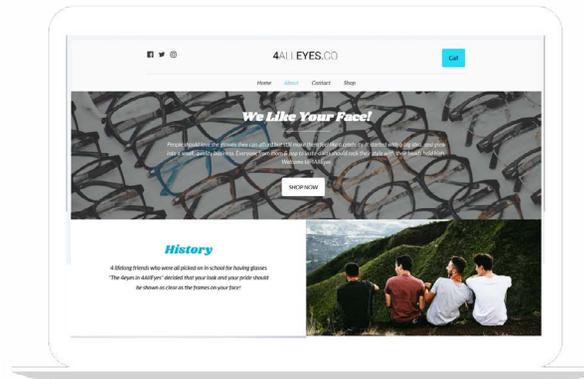
You have access to free high-resolution photos from Unsplash within your account. Be sure to use images that don't look too staged.

Here are some tips for using images on your website.



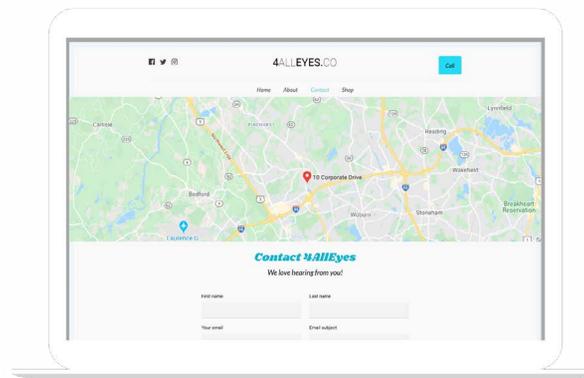
Homepage

Images that show what success looks like for your potential customer work best because they show the relief your customers feel after their problem is solved. This works if you're selling a product or service. You'll also want to use high-quality images of your product(s).



About page

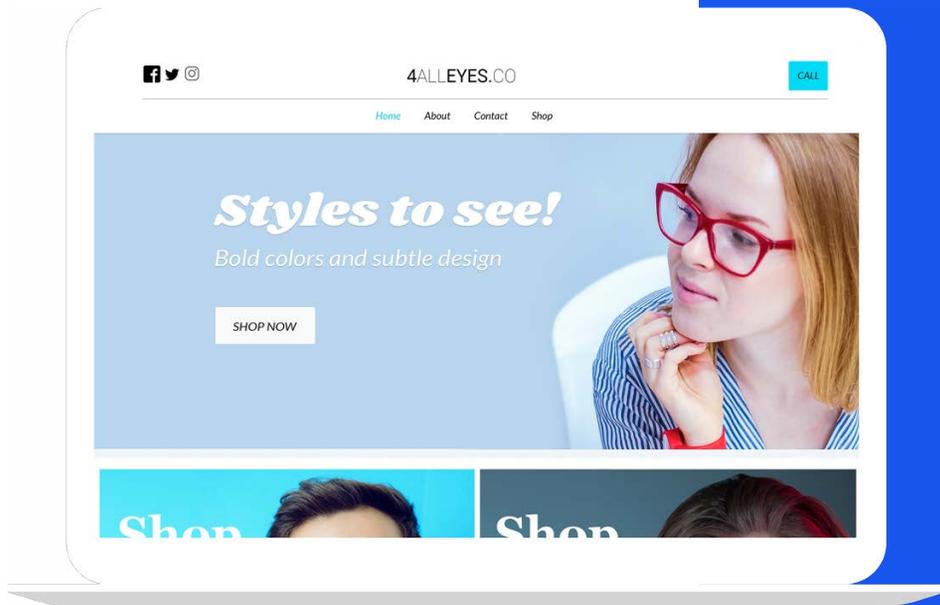
People like to do business with people they know, like, and trust. Use images that show your professional personality. Include images of your team members. If it makes sense, include action shots. People will start to imagine what it would be like to work with you.



Contact page

If you have a physical location people can visit, show an image of it. Aside from the exterior, if you have a restaurant or shop, show people having a great time at your location.

Include a map so people can get to you easily.



How to Encourage People to **Join Your Email List**

When someone leaves your website, it's unlikely they'll come back again unless you have a way to influence them later on.

That's why you'll want to collect email addresses from your site visitors – so you can share a combination of helpful and promotional email messages that encourage them to do business with you.

Why should they sign up?

Offer something of value to entice them to provide their email address—like a discount, exclusive content, or a way to show their support.



Publish your site with confidence.

Now you know which pages you need and what to say on each of them. Use your answers from this workbook to create your content, publish with confidence, and get your business online.

Get a custom-designed site in just minutes
with our intelligent website builder.

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Need help getting started?

Learn how online marketing can
work for you.

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