Website

Copy Deck

This template walks you through all the essential words needed for your website.

By starting here you’ll:

* Capture all the copy in the one place
* Access the power of spell and grammar check,
* Easily be able share with others for proofing
* Zoom through your web build – Copy and Paste baby!

All the planning’s been done by Liv, you just add the words.

Print off the Website Copy Checklist and tick off your work as you go

# HEADER

## Notification Panel

A short line with key messages. These may change from time to time. EG “Summer timetable just released.” This should hyperlink to a relevant page.

Write yours here…

## Logo

* TIP | Always upload a logo on a clear background
* TIP | Always hyperlink your logo back to you home page

## Menu

Your main menu should have no more than 6 elements. Any more can go on a sub page or in the footer. Remember you can remove ‘Home’ from the menu as most visitors know to click the logo to get back home.

Write your menu items here…

# HOME PAGE

## Brand statement

A short statement that immediately provides your ideal customer a reason why they need to keep scrolling. Between 3-15 words.

Write yours here…

## Philosophy/ About the Biz

Between 90 and 120 words telling your ideal customer about what you can do for them, what you believe in and use words to ignite their curiosity!

Write yours here…

BUTTON

1-4 words only eg “GET STARTED”, “LET’S WORK TOGETHER”, “LEARN MORE”, “I’M READY”, “LET’S DO THIS”

Write yours here

## Services/Packages

Show your visitors what you offer at a glance. Show between 2-4 core services/offerings/categories. Remember you can always show more detail and other products in your menu and site pages.

This area is made up of the following parts:

* Overall headline
* For each item
  + Title/or 1,2,3,4 can be used
  + Icon or image
  + Very short description for each item
  + Button

HEADLINE

You can use signature packages, services or go more creative and ask a question like “Ready to transform your life”, “Tap into 18 years of expertise”, “Let the magic begin baby!”

Write yours here

|  |  |  |  |
| --- | --- | --- | --- |
| ITEM 1  Title  Write yours here  Description  Write yours here  Button  Write yours here | ITEM 2  Title  Write yours here  Description  Write yours here  Button  Write yours here | ITEM 3  Title  Write yours here  Description  Write yours here  Button  Write yours here | ITEM 4  Title  Write yours here  Description  Write yours here  Button  Write yours here |

* TO DO | Save relevant icons/images into your Website Folder OR wait till you start building and select them within Wix.

## Icon strip

3-4 Icons and short phrases or words that highlight your offering, your values, why clients should choose your offering.

1. Write yours here
2. Write yours here
3. Write yours here
4. Write yours here

* TO DO | Save relevant icons into your Website Folder OR wait till you start building and select them within Wix.

## Hi, I’m

This is a few words about you. Be authentic, open, energetic. Be you! Between 250-400 words

Write yours here

BUTTON

1-4 words only eg “TELL ME MORE”, “MORE ABOUT ME”

Write yours here

## Trusted by

Here we will simply show logos of either – your clients, brands you stock or collaborate with, brands who endorse you, publications you’ve been seen in or even podcasts you’ve appeared on.

If you aren’t ready for this section yet don’t fear, its okay to raincheck and wait till you need to use it.

HEADLINE

A short few words telling your ideal customer what the logos represent eg “OUR AFFILIATES”, “WE COLLABORATE WITH”,

Write yours here

* TO DO | Save these logos into your Website Folder
* TIP | Use the Canva Instagram template, load logos in and ensure they are centred and a similar size, you can also recolour to grey-scale/Black and White for visual consistency. Download and use the updated files on your site.
* TIP | Hyperlink each logo to the brands website.
* SEO TIP | Where it makes sense, reach out to each of those brands and ask for your website/logo to be placed on their website too. Sharing is caring!

## Feature pop

This space is reserved to feature a bit more about your “I’m famous for” offering, what’s coming up, highlight one unique service or product, highlight your podcast or latest exciting offering.

HEADLINE

Write yours here

DESCRIPION

1-350 words. Make your ideal customer want to read on!

Write yours here

BUTTON

Make it sound like it’s worth the click! “READ ME”, “TEACH ME”, “YES, I NEED TO KNOW!”, “GIMME!”

Write yours here

## Testimonials

When you start, aim for 3-4 testimonials from past clients, colleagues or anyone who has worked with you in this capacity.

HEADLINE

Yes, you can get creative with this! “KIND WORDS”, “CLIENT LOVE”…

Write yours here

TESTIMONIAL 1

Write yours here

Their Name, Business

* TIP | Now’s the time to ask for your testimonials. Send a personal email or text to each customer and be clear it is for the website.

TESTIMONIAL 2

Write yours here

Their Name, Business

* TIP | It’s okay to shorten testimonials or split into two testimonials from the same person. Obvs just don’t change their words!

TESTIMONIAL 2

Write yours here

Their Name, Business

* TIP | Yes! If a customer has already published some kind words about you on social media or Google you can use it.

TESTIMONIAL 3

Write yours here

Their Name, Business

* TIP | Start a regular practice of asking customers for reviews or testimonials.

TESTIMONIAL 4

Write yours here

Their Name, Business

## Blog Posts

If you have a blog, use the Featured Posts function in Wix here and show anywhere between 1-3 posts.

HEADLINE

Think about what you want the headline for this section to be. “On the blog”, “Mindfulness Resources”, “Learn more on the blog”.

Write yours here

* TIP | Always launch your website with 3 blogs already done!
* TIP | You don’t have to call it a blog. It could be “Inspiration”, “Resources”, ebooks, guides.

## Quote

Select a quote that pinpoints your offering, approach or your philosophy and use it where it fits best on your home page. Note this could also be in the footer.

The quote could be yours or someone elses.

Write yours here

## Lead Magnet

This is some sort of value that you provide in exchange for an email sign up. This is best practice to gather new customer emails. It might be a guide you’ve written, a free chapter from your book, a first-time booking coupon.

* TIP | Alternatively just use the good old “Subscribe for news” and simply ask for name and email.
* TIP | Be sure to add a marketing consent box eg: You consent to receiving emails from us (we don’t like spam either you and you can unsubscribe in one click).
* TO DO | Decide on my lead magnet.
* TO DO | Set up a Wix automation to auto-email my lead magnet 24/7. Yippee!

## Instagram

Instagram is the perfect way to let your ideal clients get to know you, your business and stay in touch on a frequent basis without the inbox overwhelm.

* TO DO | Link your Instagram to your Wix Website

# ABOUT

The about page is about the philosophy of you and your business. It might summarise your services but don’t go into any great detail on those, keep that for the services page.

## Header Statement

This is a short line or statement, exuding you/your brand tone, welcoming them to the page.

Write yours here

## SECTION 1 | About Us

## Sub Head

Usually “About <biz Name> or you can go with more personality like “

Write yours here

## Text

This can include your vision, what you do and what you offer. 300-400 words.

Write yours here

## SECTION 2 | We Value

## Sub Head

Usually “Our Values” or “We Value” or “Guiding Principles”

Write yours here

## Text

Select your top values. Express them in a meaningful way that is in context to your business.

Write yours here

## SECTION 3 | About me

This depends on how crucial you are to the brand image of the business. If you are the business…this part is so important it probably should go up as section 1.

## Sub Head

Usually nice at simple like “meet <name>”, “About our director”, “About the facilitator” etc,

Write yours here

## Text

This is a longer form of text about you that expands on your home page. 200-300 Words.

Feel free to make it your own, have a bit of fun. Even use dot points.

Write yours here

## SECTION 4 | Pain point solution

Here you can call out one major pain point your ideal customer has and describe how you can take that away!

## Sub Head

Let’s make this one engaging. It can be longer. Could it pose a question?

Write yours here

## Text

Write out what’s compelling about your service, why it’s special and what they should do now!

Write yours here

BUTTON

This is here you send them to enquire, contact you or learn more about your services. Feel free to have fun with the text on the button

Write yours here

* TIP | Consider copy and pasting these elements from the home page:
  + As featured in/partner logos
  + Testimonials

# CONTACT

For simplicity’s sake, lets just link this baby to your footer (using a thing called an ‘Anchor’). If you want be more techy and fancy feel free to create a contact page with more information like:

* Opening hours
* Enquiry Form
* All the contact details
* Social media links

# SERVICES

This is the page you bring to life each of your services one by one.

The idea is this page has all the information needed for your ideal customer to make their decision and move to the next stage of registering their interest or contacting/booking you.

If this page is to list out your workshops/courses/sessions, please jump to “ Book” instead.

* TIP | If you are finding there is simply too much information per service, consider creating another page that they can click on to find out more.
* TIP | Be cut throat with your copy. If it is too wordy, unnecessarily repetitive, or fluffy consider removing it.
  + Could it go on a dedicated blog post?
  + Could you save it for when you are speaking with your client?
  + Could you turn the info/tips into a lead magnet or introductory webinar?

## Header Statement

This is a short line or statement, exuding you/your brand tone, welcoming them to the page.

Write yours here

## SECTION 1 | Service 1

## Sub Head

Align this with the service names on your home page.

Write yours here

## Text

This is your convincing text about your service. Break it up by using smaller subheads or dot points. Make it as long as you need. 100-400 words.

Write yours here

Continue adding services for each service per above for this page.

* TIP | Have too many services. It is time to refine! Aim for between 2-4 core services. All else just capture with a message about a custom package designed “just for you!”.

Are you listing courses/workshops/bookings instead. Then follow along below.

# BOOKINGS

This is the page all your current sessions/courses/workshops are shown as available for booking. You can name this page whatever is most relevant ‘ ie COURSES or WORKSHOPS

## Header Statement

This is a short line or statement, exuding your brand tone, welcoming them to explore your courses/workshops or it could be a promise, quote or general inspiration for potential participants

Write yours here

## About

This is a block of text that talks about the workshop offerings, accreditations, who the workshops are for and generally why visitors should book.

Write yours here

LIST OF WORKSHOPS

Wix will automatically generate a list of the workshops you want to show as active.

Use the Workshops template below to write about each workshop. Copy and paste this section here as many times as you need. This is easily copied and pasted into the Wix bookings platform.

## Workshops

WORKSHOP NAME – 40 words max

Write yours here

WORKSHOP SUBTITLE – 70 words max

Write yours here

WORKSHOP DESCRIPTION – Unlimited words

Write yours here

## Highlight

This is section to further convince your visitors why they should consider your courses. It could be the accreditation they will receive, key stats from past participants, or you could place your lead magnet here again or your Instagram feed. Approx 100-200 words.

Write yours here

## About the facilitator/coach

Place short text here about the facilitator/s of the workshops.

Write yours here

Add a button linking to your About Page

## Testimonial

Consider copying your testimonial carousel here or one key single testimonial.

# FOOTER

This will automatically appear on each page. I recommend a value packed footer the closes off your page with all the key info:

## Mission/Summary

This is 200-300 words that could outline your mission, purpose, summary of you or your business

Write yours here

## Web Page Links

Simply re-write them and hyperlink to the right page. Tip – these can be more comprehensive than your header menu.

* TO DO | Write em’ in and link em’ up!

## Contact Info

This is your business name location (if you have one),

Write yours here

## Main Call To Action

This is a button showcasing your main call to action. It could be a timetable, enquire now, free masterclass, free meditation, join Facebook group, Instagram Inspo, Watch us on YouTube etc.

BUTTON

Write yours here

## Legals

This is an important aspect of having a web presence and collecting visitor information like cookie tracking and email addresses through your forms. I recommend engaging a legal professional to support you in creating:

* Cancellation/Refund Policy
* Terms & Conditions
* Privacy Policy

Australian businesses can access outstanding legal templates at a fraction of a custom consult: Check out <https://founddlegal.com/?utm_livthemarketer_referral>

* TIP | Remember to remove the “Proudly created by Wix” text in your footer!