

Freelance Content Writers' Website Worksheet

You'll write three versions of most elements for your website. This helps loosen your ideas up and get the words flowing. Once you've got three versions of copy, go back and circle the best one. Then rework that best version if you need to. Or just go ahead and use that best version on your website.

Step 1: Pick a URL.

See GoDaddy.com to check for availability.

Possible URL #1:
SusieQueue.com

Possible URL #2:
SusieWrites.com

Possible URL #3:
SusieQContent.com

Ideas for your URL:
Yourname.com (SusieQueue.com), Yourfirstnamewrites (Susiewrites.com),
YourCompanyName.com (TrailBlazerCopy.com)

Step 2: The headline for your homepage.

Should be no more than 8-10 words. See the Lookbook for ideas.

Headline #1:
[Content that connects](#)

Headline #2:
[Mediocre content isn't worth publishing](#)

Headline #3:
[Content that gets shares, links, leads, and sales](#)

Step 3: A short paragraph or sentence that follows your headline.

Aim for about 40-50 words, max.

Short paragraph #1:

There's an overabundance of content – mediocre content, that is. Over 2 million blog posts are published every day.

But content that stops readers in their tracks? Content that goes further than anything else published, that vies for rankings and that overused accolade, “the best?” That's the content I aim to create.

If that's the content you aim to publish, you're in the right place.

Short paragraph #2:

If you're looking for two-cents-per-word content, leave now.

There. Now that they're gone, let's talk.

Because great content takes work. It takes planning. It takes understanding an audience so well you can finish their sentences.

That's the type of content I write. If that's the type of content you want to publish, you're in the right place.

Short paragraph #3:

Step 4: The call to action button below the short paragraph.

Just 2-3 words.

Button copy #1:

[Tell me more](#)

Button copy #2:

[Let's talk](#)

Button copy #3:

[Hire Pam](#)

Step 5: Navigation labels.

Which pages are you going to include? What word will you use for them in the navigation?
What order should the navigation items be?

For example: [About](#) | [Services](#) | [Portfolio](#) | [Testimonials](#) | [Contact](#)

Your navigation labels:

[About](#) | [Services](#) | [Portfolio](#) | [Testimonials](#) | [Contact](#)

Step 6: Sections for your homepage.

Pick about 3-5 sections for your homepage from this list:

Services I offer section **5**

Logos of companies you've worked with **4**

Testimonials section

The About section

Latest work **3**

"My approach" **2**

The "If You Are" Section

You can use these sections as shortened versions of the full pages of your site. Think of these sections as teasers to get someone to click through to the full-page version.

Or, if you don't have enough content for a full page, but you have some content related to one of the sections above, just create that as a section on your homepage.

You don't need to include every one of these sections. Just pick the ones you feel confident about having enough content for.

Once you've decided which sections to include on your homepage, decide what order you want them to appear in. Write that number next to the item in the list above. (Your top welcome screen that we wrote in steps 2-5 will always be #1.)

Step 7: Write the second section of your homepage

Keep it short, but give just one or two pieces of information interesting enough to tempt someone to click through or to stay on the page.

Version 1 of Section 2 of your homepage:

My approach

Lorem ipsum dolor sit amet, nostrud volumus invenire et mea, iriure elaboraret repudiandae pri te, eam vidisse perpetua te. Quem voluptatum no mel, id vix ignota feugiat delicatissimi. Dicit postulant nec ne.

Cu sea periculis quaerendum, an mei tollit postulant qualisque. Sed dicit fabellas explicari an, verear accumsan ea quo, tale mucius facete his te.

Inani sapientem vituperatoribus eam ne, pro ne doctus labitur, te cum insolens intellegat forensibus.

Version 2 of Section 2 of your homepage:

Version 3 of Section 2 of your homepage:

Step 8: Write the third section of your homepage.

Keep it short, but give just one or two pieces of information interesting enough to tempt someone to click through or to stay on the page. If you're including a testimonials section, decide which testimonials you'll include.

Version 1 of Section 3 of your homepage:

Latest work

Postea iriure constituam quo ea. Eam suas sensibus pertinacia eu, facer labore quo cu. Quem quidam no est.

Version 2 of Section 3 of your homepage:

Version 3 of Section 3 of your homepage:

Step 9: Write the fourth section of your homepage.

Keep it short, but give just one or two pieces of information interesting enough to tempt someone to click through or to stay on the page. Note: You may not need or want a fourth section. If you don't just skip this page.

Version 1 of Section 4 of your homepage:

Companies I've worked with

Version 2 of Section 4 of your homepage:

Version 3 of Section 4 of your homepage:

Step 10: Write the fifth section of your homepage.

Keep it short, but give just one or two pieces of information interesting enough to tempt someone to click through or to stay on the page. Note: You may not need or want a fifth section. If you don't just skip this page.

Version 1 of Section 5 of your homepage:

Services I offer

Blog posts
White Papers

Ebooks
Case Studies

Landing Pages
Email copy

Version 2 of Section 5 of your homepage:

Version 3 of Section 5 of your homepage:

Step 11: Write the "About" page of your site.

Check the Lookbook for ideas about what to say on your About page. As you'll see in the Lookbook, most about pages are pretty short – like as few as 61 words. Try to keep yours to 250 words or less. Maybe much less.

About page Version #1:

I'm a content creation powerhouse – part writer, part marketer with a background in publishing and a Master's Degree in Direct and Interactive Marketing from New York University.

These are the highlights of my bio:

- ScribbleLive named me [one of the 20 Most Influential Content Marketers of 2016](#).
- I won the [2016 Gold Hermes Creative Award for Blog Writing](#) for the blog post, "[How to Hire The Perfect Person To Run Your Social Media](#)".
- Ghostwrite columns on "Forbes" and "Entrepreneur".
- Wrote the Kindle book, "[50 Ways to Build Your Email List](#)" (with 48 4.6-star reviews).
- Have managed PPC ad budgets over \$2 million per year.
- Designed and ran an A/B split-test that doubled click-through rate, saving the advertiser nearly \$1 million per year in ad spend.
- Started several successful online businesses and have sold two.
- Created a list-building training course of over 118 video tutorials for GetResponse.
- Researched and wrote the study "[How 300 Retailers Use Email Marketing](#)".

About page Version #2:

About page Version #3:

Step 12: Write the "Contact" page of your site.

Contact pages also tend to have very few words on them. Do write out a sentence or so to urge people to contact you, but the work on this page is deciding which fields you'll include in your contact form. Once again, see the Lookbook for inspiration.

Contact form one-sentence "urge them to contact you" copy, version #1:

Ready to work with me? Send me a message and I'll get back to you within two business days.

Contact form one-sentence "urge them to contact you" copy, version #2:

Contact form one-sentence “urge them to contact you” copy, version #3:

Which fields will you include on your contact form?

Step 13: Write the “Services” page of your site.

Pick 3-5 types of content formats you’ll offer or add-on services you might include.

List those services and add-ons here (you’ll write their descriptions on the next page).

Write 1-3 sentence descriptions for each of the services or add-ons you'll offer. Also decide which icon/graphic to use for each service. Write just two versions of each service description.

Description #1 of service #1:

Services I offer

Blog posts
White Papers

Ebooks
Case Studies

Landing Pages
Email copy

Description #2 of service #1:

Description #1 of service #2:

Description #2 of service #2:

Description #1 of service #3:

Description #2 of service #3:

Description #1 of service #4:

Description #2 of service #4:

Description #1 of service #5:

Description #2 of service #5:

Description #1 of service #6:

Description #2 of service #6:

Step 14 (Optional): Write a "Process" section for your Services page.

Check the Lookbook for a few examples of different writers' process sections. Typically these are 4-6 steps. Writers usually number each step, give a short name to each step, and then write a short one-sentence description of what happens in each step.

For example:

- Step 1: Collaboration meeting and idea development. Client and I discuss content goals and brainstorm ideas for content. I do SEO and topic research to develop a list of content ideas.
- Step 2: Idea selection. Client picks a list of three blog post ideas to move forward with. 1/3rd up front payment is made.
- Step 3: Content creation. I draft blog posts for those three posts.
- Step 4: Content review. Client reviews the three posts and gets back to me with any revisions within one week. I make those changes within three business days.
- Step 5: Publication. I set up the posts on WordPress with header images and Yoast plugin.
- Step 6: Final payment. Upon publication, I send an invoice to the remaining 2/3rds of the cost. Payment is due within 6 business days of invoice receipt.

Write out your process steps below. Write a second version of each step to see if you can't write the step more succinctly, or to see if you can make the process sound simpler or easier.

If you want, you can also have your process "section" be a page on your site. It doesn't have to go on the same page as your services listing.

Process Steps Version #1:

Process Steps Version #2:

Step 15: Plan and write the portfolio page.

List your 12 strongest published and bylined pieces, including what category they might fit into. It's nice to group your portfolio pieces, either by industry or client or content type. If you only have 2-3 portfolio pieces, that's okay. Just list them. Try to include portfolio samples that complement the services you will be offering.

Also write a 1-2 sentence description of what the purpose of the piece was, which industry it was for, and what its content format was. If you have any information about results, like "got 3,000 social media shares," "now ranks 1st position for [term]," include that information.

See the Lookbook for inspiration.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

Step 16: Decide what to include in the footer of your website.

This is fairly easy, but it is something to iron out. Most writers will put their name and contact information in the left column of their website's footer area. They may leave the center column blank or repeat the headline from the top of their homepage. Then, in the last, far right column, they'll put the icons for their social media accounts.

If you want to include a sign-up box for your email newsletter, you can add that to one of the columns in the footer area. Or if you have an "extra" short testimonial, that might be a nice thing to put in the center column. This isn't a critical part of your site, so don't worry too much about it.

What will you include in the left column of your website's footer area?

Name
Content Wonk LLC
P.O Box
Santa Fe, NM 87507

What will you include in the center column?

What will you include in the right column?

Step 17 (Optional): Will you have a testimonials page?

If you've got more than three testimonials, consider creating a full page for them.

These you clearly don't have to write, but do go gather up your testimonials. Consider looking through old emails from clients – often a client will say something nice in an email that can be used as a testimonial. Or go look through your LinkedIn endorsements or recommendations – you can use any recommendation you've gotten on LinkedIn verbatim on your website.

List out your testimonials below. Write a number next to each one to rank how strong you think it is. When you lay out this page in your website builder, that way you'll have the text for these testimonials ready to go.

“Pam is a talented wordsmith that adds a ton of personality to every piece she crafts. Not only that, but she is easy to work with, always open to feedback and super reliable. You always know what you are getting with Pam – high quality content and persuasive, thoughtful writing!”
– Kristen Dahlberg, Project Manager at Snaptactix.com

“Pam has been a great addition to our team and has helped our blog out tremendously. She always has a variety of topics for us to choose from and takes on every blog post we give her quickly and professionally. Her content is exactly what we were looking for and has helped our brand's long-term presence with long tail keywords while providing exciting posts for our clients.”
– Kevin Linden, Partner at NiftyImages.com

“Pam has been, and continues to be, a tremendous asset to Pinpointe. Over the past year, Pam has provided Pinpointe with excellent blog posts on email marketing. The topics she writes on are on-point and full of details. She leaves no stone unturned and combines her vast knowledge with good research to continuously put out great articles. Impressed with her knowledge, we asked Pam to present a webinar for us on email marketing – she hit it out of the ballpark.

It is such a pleasure to work with someone like Pam – a true professional who takes extreme pride in what she delivers to her clients. I would highly recommend her.”

– Eryn Branham, Marketing Consultant + Content Creator + Designer

“Pam is an excellent copywriter! Working with her is very easy as is communicative, keeps to all deadlines, and is prepared to tackle any topic. I enjoyed the work she provided and the professionalism she offered.”

– Sara-Ruth Wolkiewicz, Copywriter and Online Marketing Expert (and my Editor at GetResponse while I was blogging for them)

“Pam is one of the most intelligent, resourceful and down-to-earth people I’ve ever met.

Pam has an understanding of SEO and online marketing that rivals people who sell their knowledge in seminars around the country. She could quickly and succinctly tell me the most important pieces of information and provide at least two great options for moving forward. I remain convinced that if we had implemented more of Pam’s ideas, we would be far ahead of curve.

I would heartily recommend (and have anytime asked) Pam to anyone seeking increase the bang of their marketing buck.”

– Emily Floyd, Managing Director at Jim Healthy Publications while I freelanced there

Step 18 (Optional): Will you have a rates page?

Most writers don't have a rates page. But if you want one, use this space to plan it out. Or think about what rates information you might include on your services page. Could you include a "rates start at \$X" for the services you offer? What would those starting rates be?

Step 19 (Optional): Will you include a packages page?

As with rates pages, very few writers have a packages page. That said, I recommend packages pages. See the handout about [How To Create a Content Writing Packages](#). It's a detailed 20-page walk-through of everything to consider as you plan your packages. It also includes quite a few examples of writers' content packages.

Which packages will you offer, and what will they include? Spell it out here:

Step 20 (Optional): Will you have a blog?

See the Lookbook for my in-depth take on the pros and cons of having a blog. Then if you do decide to have a blog, use this space to plan out your first few blog posts.