

ReBECCA BOYLE

COPYWRITING

# Your Homepage Checklist

(including SEO)





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# How to Begin

**What's the craic?**

**Is your website not reflecting how great your business is?**

I know it can be overwhelming being a business owner, trying to do everything yourself, and not knowing where to start.

If you want clear and engaging copy that helps your business grow, then I'm your new best friend in marketing.

I'm Rebecca and based in Northern Ireland. I help business owners, marketing agencies, and consultants take control of their copy and their business.

As an SEO copywriter with qualifications in journalism, design, proofreading, business, and marketing, I've helped many businesses create a website that reflected the best of their business and get the results they wanted.

And I've created this guide to give you confidence in creating your own copy and grow your business.

While each website will be different and have its own personality, there is content most websites should have.

I'll take you through each of them in detail and provide a checklist and template at the end to show not only what content you should include, but how it should look.

**Happy homepage honing.**

*Rebecca Boyle*





# Heading and Subheading

Your website has a 'hero section'.

This is the bit visitors see before they start to scroll.

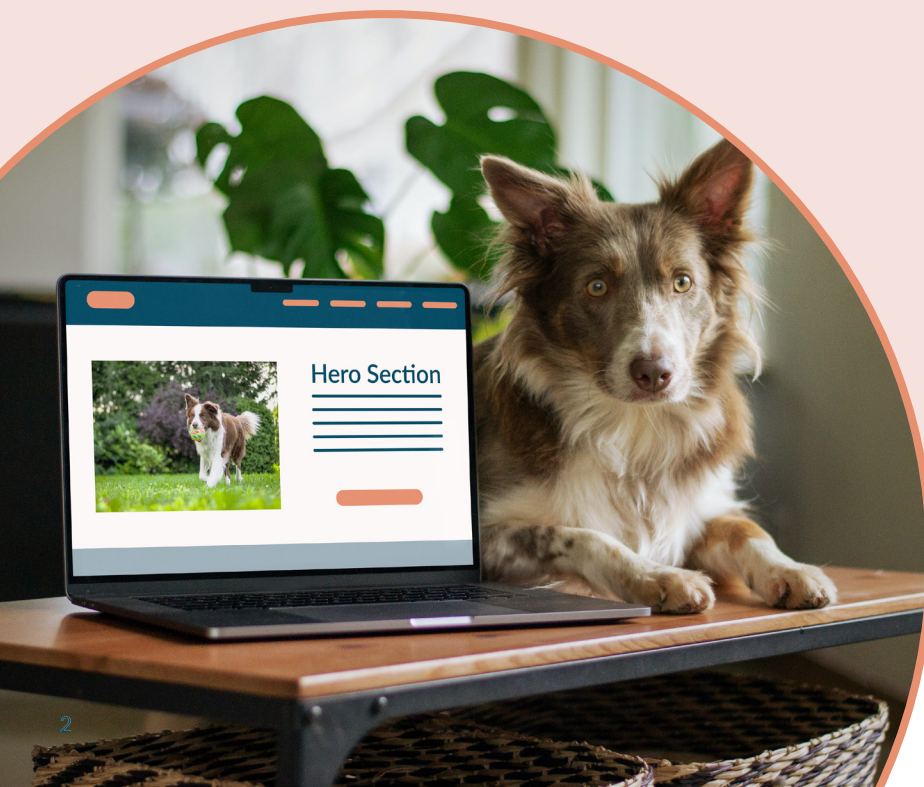
This section usually contains a heading, a subheading, an image, and a button – otherwise known as a call to action (CTA).

**In your heading and subheading, you want to answer these questions:**

- ① Who you are
- ② What you do
- ③ Who you help
- ④ How it benefits them

Your heading needs to stop your busy audience in their tracks while being clear and concise.

Whatever you can't fit into your heading can go in your subheading which is used to expand on what you've said.





For example, on my website:

I state who I am with my logo.

I state who I help in my heading.



Heading that states what I do and the benefits.

Now, go and write a heading that lets visitors know what's in it for them and how you can help.

## Action

Answer these questions

- 1 Who you are
- 2 What you do
- 3 Who you help
- 4 How it benefits them.





# Call to Action (CTA)

A CTA is a button or link that you want people to click.

You should include a CTA in your hero section.

You can include other CTAs on your homepage but make your hero section CTA the main action you want people to take.

Be specific. Instead of writing 'learn more' or 'find out more', state how it will benefit them by hitting the button and make it clear where hitting the button will lead them.

For example, on a job site, instead of 'browse vacancies' write 'get your dream job'.

Or, on a hotel booking website, instead of 'book now' write 'book your relaxing stay'.

Add in keywords where appropriate.



## Action

### Create your CTA

- 1 What is your CTA?  
(base it on your main benefit)
- 2 Is it clear where the button takes them?
- 3 Have you included keywords if possible?





# Services or Products

One of the first sections you want to have on your site is what you offer.

Clearly set out each service or product you have.

If you have a lot, then do this for the main categories or even just the main one. You can link to the others elsewhere, such as in drop-down menus on your navigation.

When talking about your services or products, you should state the main benefit of each. It's good to have a brief description under each product or service to give the reader more information while improving your SEO. This is also a great way to get your keywords in.

If you're not sure what your benefits are, ask, 'And what?' at least 5 x to understand what it is your customers really want.

Set out your services clearly with a brief explanation. You can have a CTA underneath each to take them to a specific service/product, or a general services/products button at the bottom.





## For example:

If you're an email marketing software company, one of your features might be having easy-to-use templates.

Lots of email providers have this, so how can you make yours different?

Ask yourself, 'How does this make my customer's life better?'

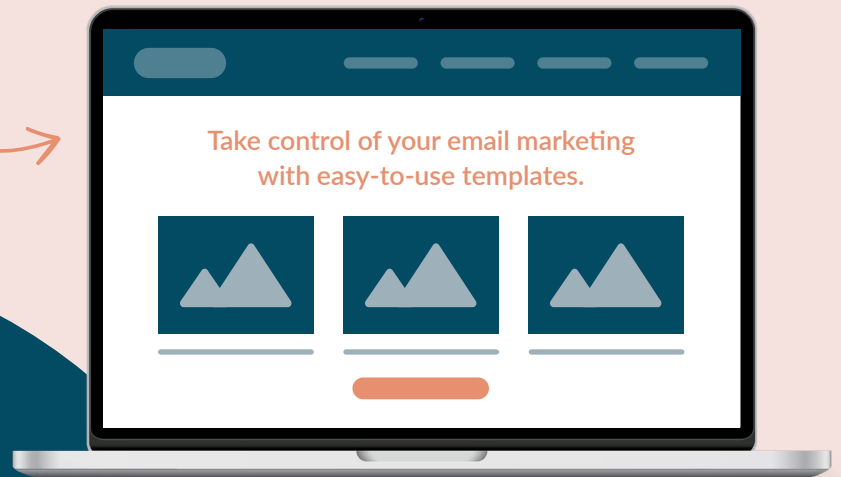
After every answer, add, 'And what?' to delve deeper. (If you can put a Northern Irish accent on while you do this to really add the sassiness, even better).

- Your templates mean they can spend less time creating emails... and what?
- They don't have to wait for a designer to do their job... and what?
- It saves them the hassle of coordinating with other people... and what?
- It saves them time and gets the work completed quicker... and what?
- They can create emails the way they want them... and what?
- It allows them to be creative and take control of their marketing.

So, your benefit could have something to do with giving control to creatives.

**A headline for this feature could be:**

'Take control of your email marketing with easy-to-use templates.' Which says a lot more than just 'easy to use templates'.



## Action

Create your services/products section

- 1 List your features
- 2 List the benefits for each
- 3 Now write a short sentence for each service or product based on their main benefit.





# Social proof

If people have never heard of you, how do you expect them to trust you?

That's why you need to use social proof.

**Social proof can be any number of things including:**

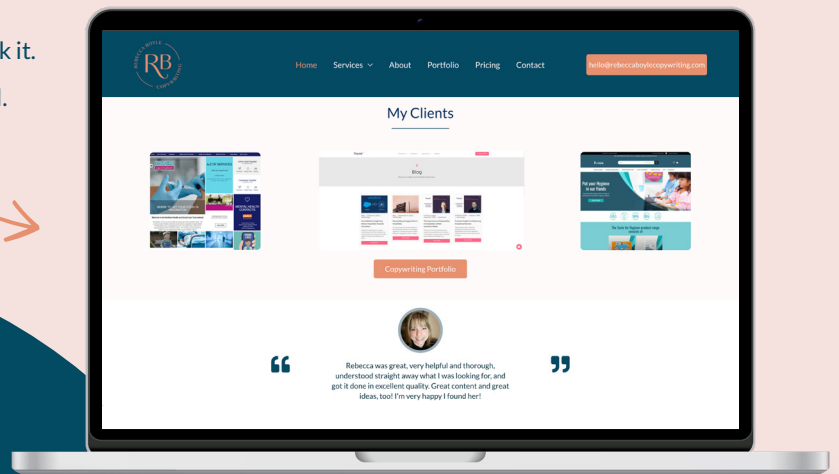
- Testimonials
- Before and after photos
- Media you've been featured in
- Your accreditations or qualifications
- Logos of businesses you've worked with
- Statistics showing subscribers, downloads, buyers, etc.

You can use more than one of these on your web copy.

You should have a section for social proof under your hero section to gain trust and authority as soon as possible.

You can include social proof in various places throughout your homepage, or you can double-stack it.

Here, I've included previous work, and a testimonial.



## Action

List the social proof you'll use





# About

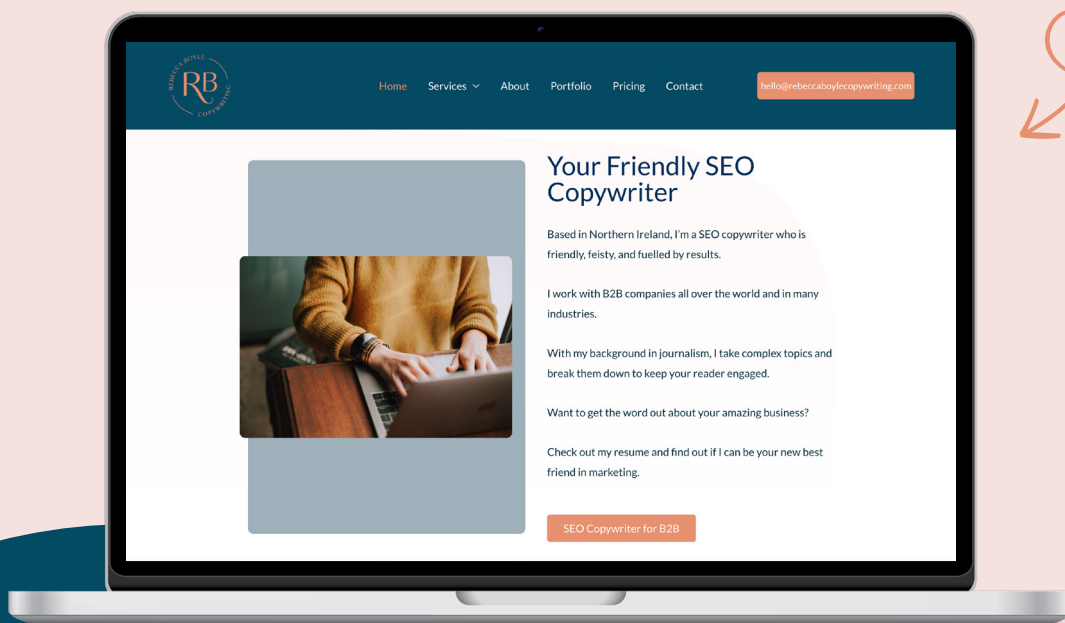
## Your 'About' page is often one of the most viewed.

People like to work or buy from other people, not faceless companies. So, even if you don't want to be the face of your business, consider using team photos.

On your homepage, a few lines of copy about who you are and how you can help potential customers is usually enough. Include a CTA to direct them to your About page if they want to read more.

**Remember:** don't make it all about you. If you use 'I' a lot, reword the sentence to use 'you' instead. This makes your customer the focus of the sentence.

For example, on my homepage in the About section, I highlight the benefits of working with me and who I work with.



## Action

### Write a couple of sentences about you

- 1 How many times do you use 'I' compared to 'you'?
- 2 Does the section focus on your customer?
- 3 Does it highlight how your business solves your customers problem or benefits them?





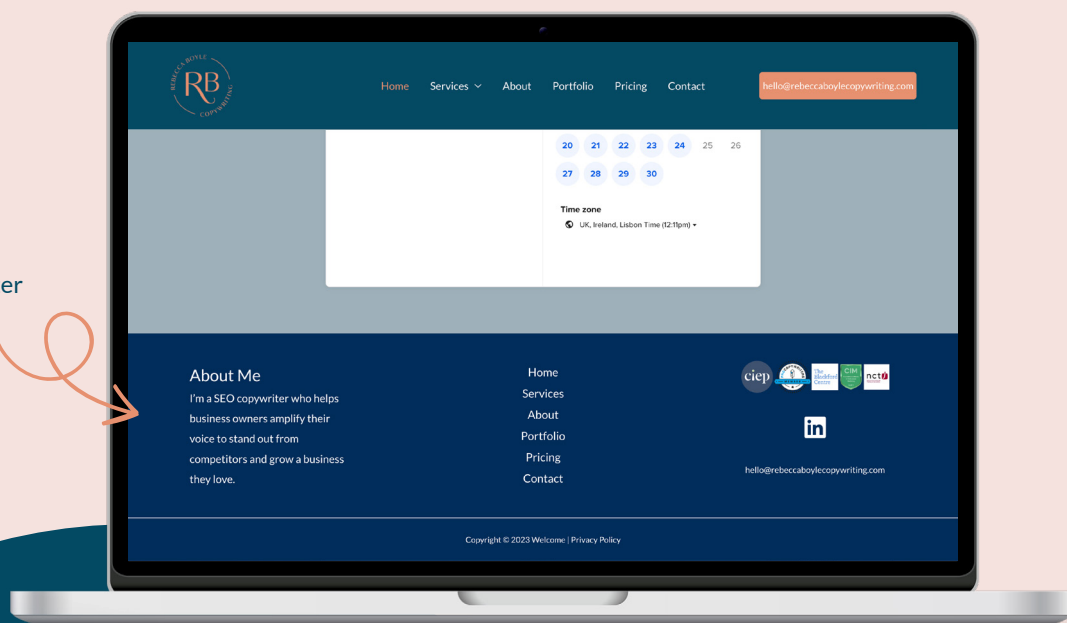
# Footer

Your footer is a great place to get in your keywords and reiterate who you are. It's also a great place to make it easier for your reader to navigate your site.

## Things to include in your footer:

- A brief About section
- Links to all your pages
- Your privacy policy
- Contact info including social media

Footer



## Action

### Create your footer

- 1 Write a couple of sentences about how your business helps your audience
- 2 List where appropriate your email, telephone, and address
- 3 List all the pages on your site
- 4 List all your social media





# Search Engine Optimisation (SEO)

SEO is important for your website because it helps search engines and readers find all that amazing content you've just written.

The basics of SEO are:

- URL
- Title tag
- Image alt text
- Meta description

## URL

Your URL is your web address. It should be clear and include keywords where appropriate. No numbers. No random words.

For example:

[www.rebeccaboilecopywriting.com/about/](http://www.rebeccaboilecopywriting.com/about/)

Not

[www.rebeccaboilecopywriting.com/folder13453/about/533423](http://www.rebeccaboilecopywriting.com/folder13453/about/533423)

## TITLE TAG

The title tag is the title of your web page. Make this clear and again add keywords if you can.

## IMAGE ALT TEXT

This is a description given to all the images on your site. It's good to have these for visitors to your website who have eyesight issues as they describe the image to them. It's also another way to get in your keywords while telling search engines what the image contains.



## META DESCRIPTION

A meta description is a brief bit of text that summarises a specific web page. You'll find it under your website title when it's displayed on a search engine's results page.

### Why do you need one?

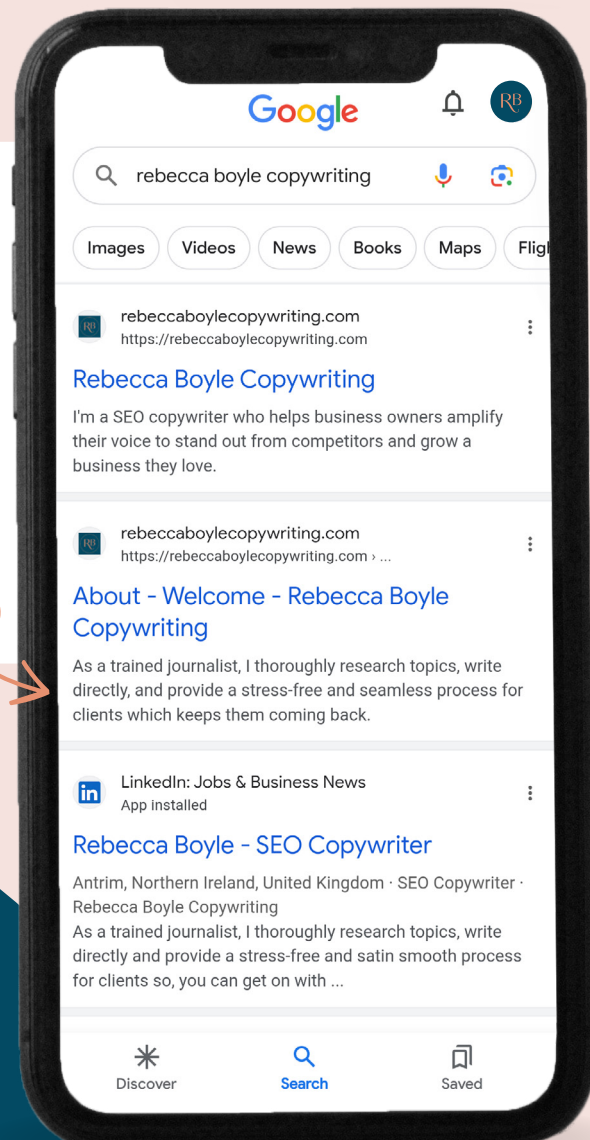
It helps to sum up what your page is about to entice the reader. When your page is shared on social media, it will usually show your meta description.

### Character length

Officially, it's 160 characters, but I stick to 155 characters as you may not see more than this in your description.

### Some ideas on how to write a good meta description:

- Ask for action
- Use keywords
- Ask a question
- Make it interesting
- Don't duplicate them
- Add your brand's personality
- Mention your USP or a benefit
- Make it different from your competitors



## Action

### Optimise your homepage

**URL** `www.(yourwebsite)/(keyword(s))`

**Title tag** make it relevant and use keywords

**Image alt text** explain the image and use keywords where you can

**Meta description** Is it 155 characters?

**Did you include a call to action?**

**Did you include keywords?**

**Is it different from your competitors?**





# Checklist



## HERO SECTION

**Do your heading and subheading answer these questions:**

- Who you are ☐
- What you do ☐
- Who you help ☐
- How it benefits them ☐

## CTA

- Is your CTA clear and tells your visitors where they're clicking through to? ☐
- Is your CTA specific? ☐
- Does it include a benefit or keywords? ☐

## SERVICES

- Does your homepage feature your main service (s) or product(s)? ☐
- Have you included a CTA for each? ☐
- Have you highlighted the benefits and not just the features? ☐

## SOCIAL PROOF

- Have you included at least 1 form of social proof? ☐

## ABOUT

- Have you focused on how you help your customers? ☐

## FOOTER

**Have you included:**

- A brief About section? ☐
- Links to all your pages? ☐
- Contact information? ☐

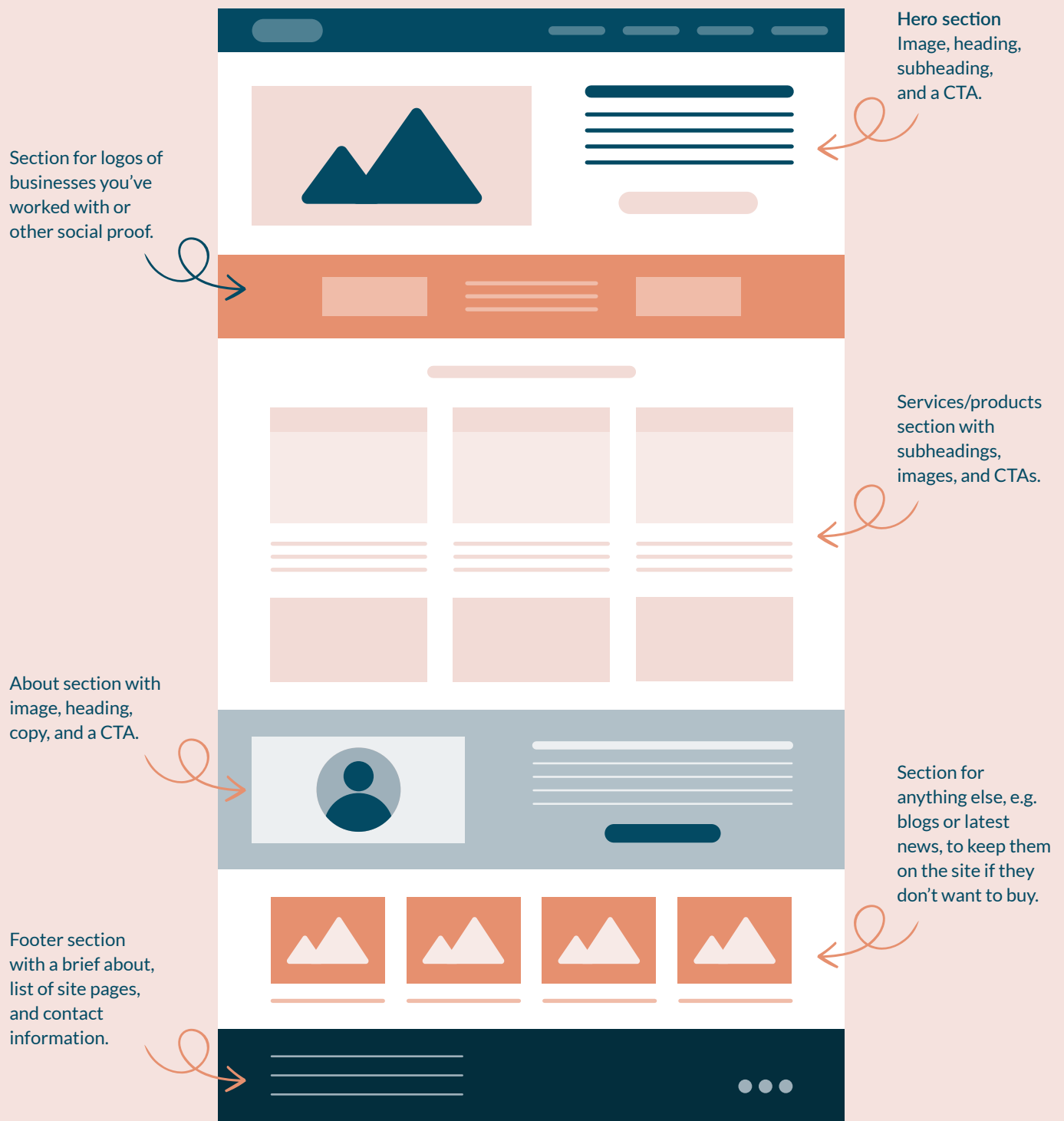
## SEO

- What is your URL? ☐
- What is your meta description? ☐
- Is it 155 characters? ☐
- What is your title tag? ☐
- What is your image alt text? ☐
- Did you include keywords in each? ☐





# Homepage template





# You've made it to the end!

I hope this guide has helped you create copy for your homepage and reflects how amazing your business is.

Want an expert to check it? [Get a web audit](#)

## Web audit

(up to a 5 page website)

Web copy feedback and proofreading

Design suggestions

30-min chat before and after

Brief SEO report (including keywords, URLs, Meta Descriptions, page speeds and more)

**From £195**

Get 50% off (£97.50) by quoting: HOMEPAGE

## Or want an expert to do it for you?

Get in touch.

e: [hello@rebeccaboilecopywriting.com](mailto:hello@rebeccaboilecopywriting.com)

✱ [rebeccaboilecopywriting.com](https://rebeccaboilecopywriting.com)



Follow me on [LinkedIn](#) and let me know if this guide was helpful and how you got on.





Thank you