

WEBSITE CONTENT GUIDE

by Sarah Julinsson

THE WEBSITE *Doula*

This guide was created as a supportive resource for my website design clients. As always, I am here as a support for your business and technical needs. Simply email me at info@thewebstedoula.com.

WHY I CREATED THIS GUIDE

Ok, so you know you need a certain blend of pages for a successful website. Most sites include pages such as Home, About, Resources, Services & Contact. A few elements of this are repeated from the Anatomy of a Website Guide, since sometimes that is a PDF clients choose to skip over!

In this ebook, you will find helpful tips on important elements to include in each section of your website. Sometimes when your website feels overwhelming, it can be helpful to think about it one section at a time.

Sarah





YOUR HOME PAGE: A VIRTUAL FRONT DOOR



THE HOME PAGE

For most site visitors, your home page is the first page of your website they will see, so it's important to make an impact. This is your very first opportunity to make an impression. Visitors need to be able to quickly figure out, in just a few seconds, if they are in the right place and your site is what they have been looking for.

Defining the purpose of your website and home page is the first step in creating a strategy that will attract your ideal clients and customers.

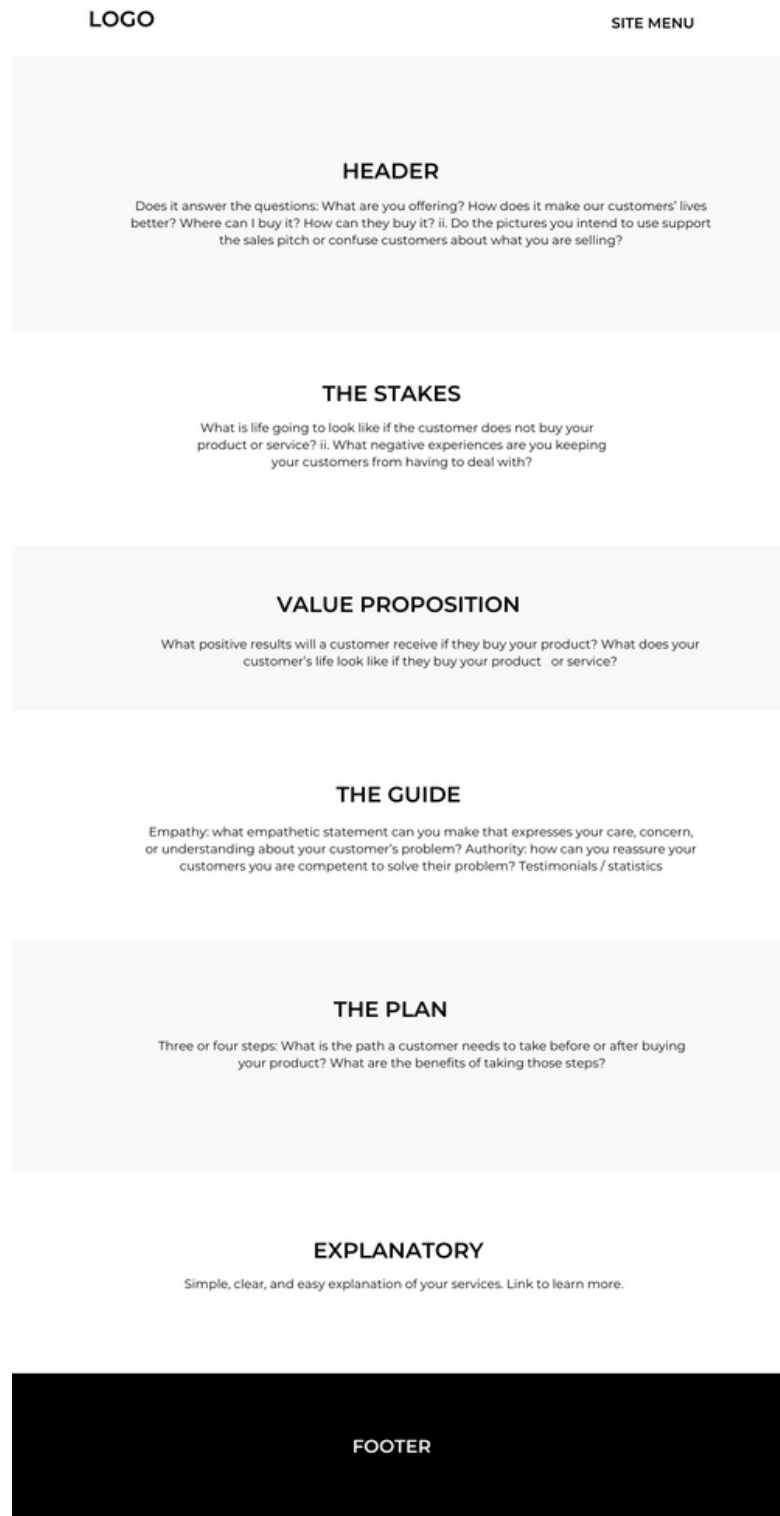
While the overall goal of your website is to persuade visitors to hire you, buy from you, or learn from you, the goal of your Home page may be to simply ***get visitors to realize they are in the right place and click past the Home page to your core content.***

Trying to make a sale right on your home page is like asking someone to marry you on the first date! It's probably not going to happen because they don't know you yet, they haven't decided if they like you yet, and they haven't built any trust in you yet, and as a result, they aren't ready to take action.

Your Home page is arguably one of the most important pages on your website. The goal is to ensure that each element has a clear purpose to move a new visitor to learn more.

THE HOME PAGE

Here is a sample structure of a home page using the Storybrand framework.

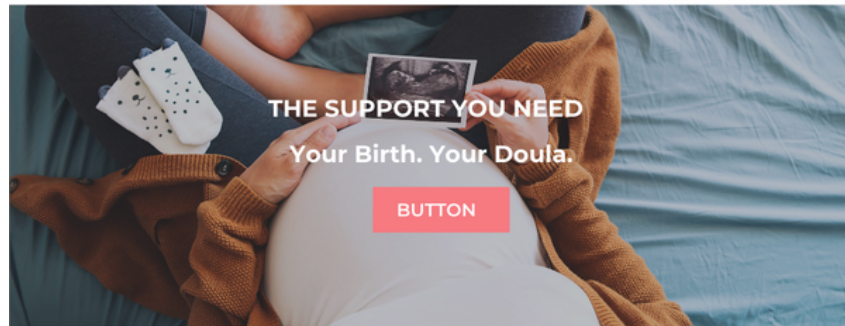


THE HOME PAGE

Below is a designed example of a full storybranded home page.

LOGO

SITE MENU



This is an extraordinary time in your life.
Full of joy, questions - and challenges. Skilled support
makes a difference.

NO MORE GOOGLE. YOU HAVE A TRUSTED GUIDE.

BENEFIT #1

Short description of
impact on client.

BENEFIT #2

Short description of
impact on client.

BENEFIT #3

Short description of
impact on client.



I am wholly committed to supporting your new
family with evidence-based, nurturing care.

- Carol Evans, CD (DONA)

*125 families supported since 2019

*Certified Spinning Babies Parent Educator

*Certified Birth Doula (DONA)

*"Carol made all the difference in our birth. She XYZ when we were
feeling ABC. She provided just the right balance of 1, 2, & 3 to help us feel
confident & clear in our birth and those first weeks postpartum."*

- *Jack & Jordan*

HOW TO FIND YOUR DOULA



1. Book a Free Consult



2. Choose your Ideal Package



3. Enjoy the benefits!

BUTTON

Stop wondering what your birth will be like...

Ok, well you'll still wonder. Because nobody can really know until it happens! But when you choose
doula care, you are entering the unknown with the confidence that you have the support you need, no
matter what. A trusted resource and nurturing guide every step of the way.

[→ learn more about hiring a doula](#)

FOOTER

THE HOME PAGE

Keep It Simple And Clear

Don't try to communicate everything you think they need to know. Keep your content simple, focused, and clear. Make them hungry to learn more.

Use Basic Language

Don't try to be too creative, clever, or cutesy. Instead, focus on making sure a new visitor can get a quick snapshot of what you do in 5 seconds or less.

Make It About Your Client

Your Home page needs to answer the questions: Is this what I am looking for? Might this be a good fit? What are my options? Remember, you want to get them interested enough to keep clicking.

Treat It Like The First Step

Getting people to your Home page and interested in learning more is the first step, not a sale or opt-in! Be sure to create clear paths and tell them exactly what to do next.

Make Content Easy To Access

Give visitors more than one way to reach your most valuable content. Include links in your website navigation menu, in the page content, and in the footer.

Use Visuals

No one wants to read an essay . Photos grab attention often faster than text, reinforcing your message and adding visual interest to the page.

Prioritize Information

Everything on your Home page can't be big and bold and crammed at the top – if you tried that, nothing would stand out. Instead, once you have decided exactly what your home page must communicate, consider what information is most important.



ABOUT PAGE



THE ABOUT PAGE

While the about page can sometimes seem purely functional, it plays an important role in building a connection with potential clients. It is often one of the most visited pages on a service provider's website! Here are some guidelines:

BE YOURSELF

This is not a resume. Nor is it a job application. **This is the beginning of a relationship with a new client - it is the start of a conversation;**

Site visitors go to your about page because they want to know who you are. Beyond bullet lists of your training and certifications, provide readers with a better sense of your personality and style. You should absolutely convey your professional capacity, but that doesn't mean your page can't ALSO be filled with warmth and personality.

DEFINE YOUR EXPERIENCE

The about page introduces site visitors to your training, philosophy, experience, and values. You do NOT, however, want it to feel like a resume or endless lists of workshops and certifications. Offer a balance between your qualifications, and sharing how it actually FEELS to work with you.

SHARE YOUR STORY

How did you come into this work? What do you love about your work? How do you balance this work with the rest of your life? You may also find it helpful to include personal tidbits, such as your love of making kombucha, knitting, cooking or skydiving. These personal quirks can help a potential client feel a sense of instant connection.

SHARE YOUR VALUES

Can site visitors reading your about page easily get a sense of your core values as a person & professional? If not, I encourage you to consider how these might be better conveyed.



SERVICE PAGES: WHY SHOULD THEY CHOOSE YOU?



SERVICE PAGES

Many people think of a service page as a chance to provide ALL THE INFORMATION about what they offer. I like to think of it instead as a chance to provide THE INFORMATION THEY TRULY NEED together with content that validates their needs, motivates them to want more, and helps them understand what makes your approach unique or special.

A service page can contain all different types of content, from text and images, to video and audio.

How long should your services pages be?

Content is the main tool used by search engines to scan and index your site. Pages with only a tiny amount of content won't do much to show up in search. A minimum goal of 300 words is ideal, but you also don't want a page with TOO much content!

It is very difficult for people to read long paragraphs of text online, especially when it's one paragraph after another. When writing your content, consider:

- Writing content in short paragraphs of three to four sentences
- Using 1st and 2nd person conjugation to create engagement and connection.
- Including headlines and sub headlines to break up the text
- Using bulleted and numbered lists (but not too long!)
- Finding just the right images to convey your work
- Asking for help, input, advice, and feedback if you need it



A RESOURCES PAGE

RESOURCES PAGE

Often clients are eager to have a resources page as it allows a space to share their top recommendations for clients and can help support their collaborations and community partnerships with referrals.

I invite you to consider your typical site visitor or client. How do you want your resources page to serve them? What types of information and services are they seeking? Your resources page should be carefully curated. Each link should be added with a sense of how it will be helpful for that client. Quality over quantity! That said, a resource page with only 3 links just isn't worth it.

This is such a great opportunity to meet site visitors' needs even before they hire you! Be sure you take full advantage of it. Start building that relationship with a lovely introduction paragraph at the top of the page talking about how you have carefully selected these resources just for them. You can also describe the nature of your collaborative relationships with other local practitioners.

Consider how your resources page could help potential clients get a sense of your practice style and expertise? **Each link that you include serves as a clue to site visitors, telling them about your depth of connection within the community and your knowledge of helpful resources.**

Why not include a brief commentary on each link that you provide – i.e. why you love Julie's prenatal yoga classes, and how she has helped your clients. As a site visitor, I'm way more likely to click and learn more about Julie's classes with your personal recommendation, and Julie will hopefully notice more traffic coming from your site!



THE HEADER: YOUR FIRST IMPRESSION



THE HEADER

The header runs across the top of the page and appears on every page of your website, except on sales or landing page templates that have it removed. The purpose of your website header is to make your site instantly recognizable (brand) and easily navigable.

A website header takes up valuable real estate at the top of the page / browser window so we want to keep it relatively simple., generally just logo & menu, and sometimes a short tagline.

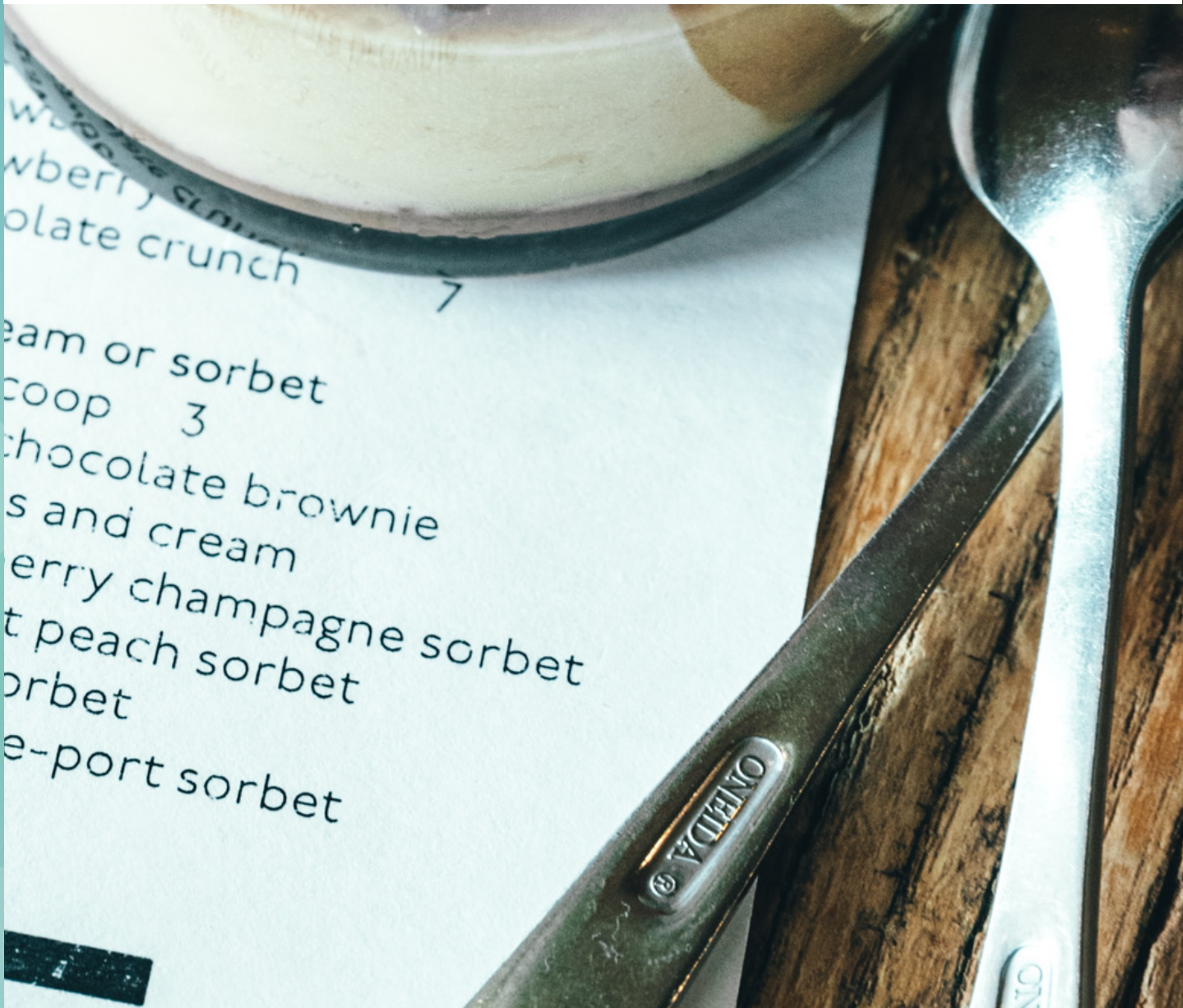
There are situations, however, when a bit more can be effective. During the COVID-19 pandemic many practitioners have chosen to have COVID announcements about their virtual services right at the top, while others have used a pop up tool for this purpose.

As well, some websites have a top bar that includes content such as social media icons, phone # or email, or a button with a key action such as DONATE NOW. Others use this to feature upcoming events or special offers, and activate & deactivate it as needed.

The screenshot shows the top of the Perinatal Support Washington website. At the top, there is a light grey bar with the text "Need help? Call or text our toll free peer support line (se habla español)." on the left, a phone icon and the number "1-888-404-7763" in the center, and a purple button labeled "DONATE NOW" on the right. Below this is the website's navigation bar, which includes the Perinatal Support Washington logo (a purple circle with a white silhouette of a person) and the text "PERINATAL SUPPORT WASHINGTON" on the left, and a series of links: "ABOUT US", "FOR PARENTS", "FOR PROVIDERS", "DIRECTORY", "INFO HUB", "EN ESPAÑOL", and "CONTACT" on the right. Below the navigation bar is a purple banner with the text "COVID-19" in white, followed by "During this time parents need support more than ever. Our Parent Support Warm Line is available to any pregnant or new parents, or their loved ones needing support and information about mental health. > Find resources and support for families during COVID-19." Below the banner is a large image of a woman and a man kissing a baby. Overlaid on the right side of the image is the text "We are THE resource for new parents and professionals in Washington state." in white.



THE MENU: YOUR SITE NAVIGATION



MENU / NAVIGATION

At the most basic level, your website menu is just a collection or list of links. Each link in a menu is called a menu item. Some menu items may have secondary menu items or sub-menu items displayed in a drop down menu. Note it is standard practice these days to NOT include Home as a link in the menu. Your logo will link back to your home page.

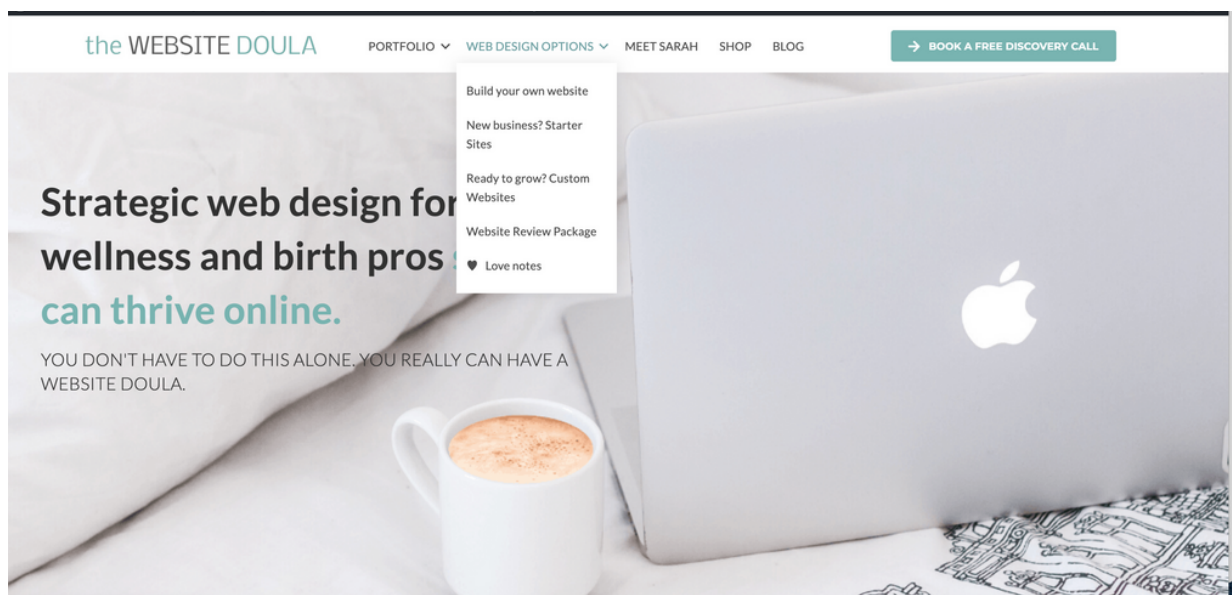
YOUR MAIN MENU

A simple navigation is always better. We don't want people to have to click too many times to find what they are looking for. It is helpful to include elements such as FAQ and Testimonials on the actual service page(s) instead of creating separate pages for them.

WHAT ABOUT A SUBMENU?

Also called a drop-down menu, this allows those of you with multiple services to provide direct links. In this scenario you might have a WORK WITH ME menu title that leads to a dropdown listing each of your service pages.

In this example the actual WORK WITH ME link can either link to your primary service page, or it can be an overview page with an introduction to your services and links to each.



MENU / NAVIGATION

CATEGORY MENU EXAMPLE:

if you have a number of services and don't want them all in a single dropdown under a **WORK WITH ME** or **SERVICES** link, you could consider using a category style menu. In this scenario, services are grouped by theme with dropdowns below each.



ABOUT US **BEFORE BABY** NEW FAMILY CONSULTING BLOG CONTACT

OTHER WAYS TO USE YOUR MENU

You may not have noticed, but menus can be found other places on the site as well! For clients with a **LOT** of content, sometimes we create submenus on actual pages.

For example, on an **ABOUT US** page, you could add a side menu of links to interviews, features, and videos.

In your footer, we often display a menu of links to individual service pages (this can be good for **SEO** as well).



THE FOOTER: YOUR FOUNDATION

THE FOOTER

A footer is a consistent bar across the bottom of every page on your site. The content and design, however, vary widely. We have come to expect, as we cruise the internet, that we can always find key information in the footer.

Typically these sections are set apart from the rest of the content, in a color area, or separated with a line or divider of some type. We could use a single column footer, or 2, 3 or even 4 columns of content. Remember the footer should contain important content, but also have the lowest visual priority of the page.

Everyone likes the idea of footer widgets because they provide another way to access your most important content, and an opportunity to add keyword-rich internal links to your service pages

FOOTER CONTENT IDEAS:

- Contact information and social media icons
- List of towns / service area
- Menu of links to service pages and list of specialties
- Community involvement (boards, awards...)
- Statement of Inclusivity
- Short testimonial and link to testimonials page
- Upcoming event promo and link to event page
- Recent blog post(s)
- Promo and link to services page
- Affiliate ad or promo
- Favorite quote graphic
- Mission statement
- Instagram feed



I hope this helped you make sense of the different aspects of your web content. As always, don't hesitate to reach out with questions!

- Sarah Julinsson

THE WEBSITE DOULA

