

## *WEB CONTENT ... get the WORDS right first*

Creating web content can be confusing.

Where to start?

It all boils down to these 3 questions:

*Q. Why would someone visit your site?*

A. They need info to see if you can help them solve a problem or fulfil a dream, and to check that they can trust you to do that.

*Q. What can you offer them?*

A. They DON'T want to know how wonderful you/your products or services are. But they DO want to know exactly how your products/services can help them. This is all about **their** concerns, not yours.

*Q. Can they find out fast and easily?*

A. Your content needs to be clear, accurate, up-to-date, concise, and above all, easy to access. No waffling, no flashy stuff, no bells, no whistles.

*So, words first!*

Good, clear, relevant information is the very BASIS of your website.

It's a separate, specialised task that should not be entrusted to anyone who is not professionally trained in **writing**, no matter how confident they may be.

Afterwards, you can add graphics to support your text, or even set about monetarising your site. (Read about this here: <https://websitesetup.org/33-ways-to-monetize-website/>)

*Let's talk about your project*

Contact me, Josephine Brown ➡

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*Be understood...  
in print and online!*

