

Site Content Worksheet

Site Headline

If you're using an exact match domain name (EMD), then you'll want to reproduce that keyword (let's call this your 'exact match keyword' or EMK) in this headline.

So, if your EMK is 'we buy houses doncaster' then you might have 'We Buy Houses in Doncaster'.

If you're not using an EMD then you'll want to use one of the common keywords plus your buying area, for example: 'We Buy Houses in Doncaster' or 'Doncaster Fast House Buyers'.

Site Sub Headline

The purpose of your sub headline is to give a little more info to make your prospect certain they're in the right place. You'll want use this to convey a couple of your benefits.

So, for example: 'Sell your house fast for cash. Any condition.' or 'Get a quick cash sale for your home. No agents, no fees.'.

Hero Headline

I call this section the Hero section because it contains the hero shot image. This headline just needs to contain your location and another of your benefits. E.g. 'We Buy Doncaster Houses Quick!'

Hero Content

This is your chance to talk about what you do and what makes you different. Be friendly and approachable and don't use stuffy "corporate speak"! Stress that the customer is dealing with you directly and not with a faceless company.

Talk about the situations you can help in and about the benefits of dealing with your company. Why not do a set of bullet points containing a short sentence for each of the benefits: e.g. fast offer, no fees, no commissions, no agents, timed to your schedule, any condition, confidentiality, privacy.

You could also do a set of bullets for each of the situations you can help in: e.g. divorce, financial difficulty, inherited property, nightmare tenants, facing repossession, don't want your neighbours to know, downsizing, relocating for work, too many repairs needed etc. These bullets may eventually link to a page dedicated to that topic.

Talk about the process and how simple it is.

Talk about how you differ from estate agents.

Talk about how local you are and how you've helped others in the area (if that's true).

Talk about how you solve property problems and it doesn't matter if you do business together or not, you like to solve property problems.



Sprinkle in a few keywords but try to make it seem natural. So, if you wanted to get ‘we buy houses Doncaster’ in there, you would write something like ‘if you’re in any of the situations below, we can help because we buy houses in Doncaster for cash.’

Don't worry about prepositions, Google ignores those but makes it more readable for humans!

Try to write about 600 - 800 words for this section.

Finish off with a strong call to action. That is -- what is it you want them to do, call you now or fill in the form?

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Hero Sub Headlines

Break your content up with sub headlines. Some of these can contain keywords and / or your area name but don't sacrifice readability for over optimisation. The last one should be a call to action.

You can use the sub headlines we supply but in order to make your site unique (for your prospects and for Google), you will want to edit them, add to them or tweak them.

123 Section

Again, you can use the headline and content we supply in this section but in order to make your site unique, you will want to edit them, add to them or tweak them.

You could change the title to ABC instead of 123. Or have another title entirely.



Upper Testimonial

This can be a duplicate of one of the testimonials from the lower section but can be unique if you have enough. This is tactically here to be in view when a prospect is filling in the offer request form. See notes in the testimonial section below for more info.

Offer Form Section

You can leave this section intact although you may wish to tweak the headline.



Team Section

Introduce yourself. What unique characteristics or qualifications do you have that will make your customer feel comfortable dealing with you? Give them some background that might help them relate to you. Are you married, do you have kids? They just want to know you're a regular guy/gal that they can feel comfortable talking to.

Introduce your business partner here. If you don't have a business partner, simply ignore this column, it's dead simple!



Contact Section

You can use the headline and content we supply in this section but in order to make your site unique, you will want to edit them, add to them or tweak them. Obviously make sure you have your own phone number here.

Testimonial Section

You can use the headline we supply in this section but in order to make your site unique, you may want to edit or tweak it.

If you don't yet have your own testimonials, either approach sellers you've helped in the past or ask a colleague or two to give you a character testimonial.



Benefits Section

You can use the headline and content we supply in this section but in order to make your site unique, you will want to edit them, add to them or tweak them.

[illegible]

About Us Title

You can use the headline and content we supply in this section but in order to make your site unique, you will want to edit them, add to them or tweak them. Change the area name to yours as a minimum.

About Us Content

You can use the headline and content we supply in this section but in order to make your site unique, you will want to edit them, add to them or tweak them.

Who Are We?

Talk about who you are and any relevant background. Be friendly. Help them get to know you a bit. Don't be afraid to talk about your family and even include a photo!

What Are Our Values?

You could do a bulleted list here of the things that matter to you and that will mean something to your prospective customer, e.g. integrity, timeliness etc.

What Makes Us Different?

Really get into what it is that makes you different to your competitors.



Why should someone do business with you and not the other guy?

Don't be needy but do give them a reason to contact you and not the next guy.

Do be careful not to make any promises that could make you fall foul of Google Adwords though, e.g. precise completion timescales!

Let's Talk!

As always, finish off with a strong call to action -- tell them what to do next!

[illegible]