# CONTENT FOR YOUR WEBSITE

Research your user - who is using your website?

Be generous with visuals.

Know your competition - what will set you apart from other similar businesses?

Front load information - put the most important information at the beginning for a reader.

Share across your socials.

Be direct - use "you" to address the reader and "I" or "we" for your business.

Use headings to break up your content.

Tell readers where you are - don't assume they know your product or service, or are familiar with it. A lot of people just stumble across websites.

Keep your language simple.

Proofread your content properly, make sure there are no spelling or grammatical errors.
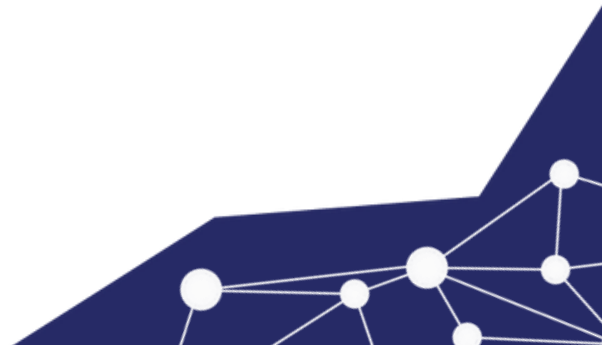
Use a conversational tone - keep your language friendly and relatable.

Keep it short - don't overload the reader with too much information.

Use bold headings and short sentences to make it easier to scan.

**BUILDING DIGITAL CONFIDENCE**

# WHAT TYPE OF WEBSITE DO I NEED?

## Online stores

On websites of this type, you can list your products and people can purchase them. You also may have heard this referred to as an ecommerce platform or site. These sites are a good idea if your product or service has a measure (for example: 1 unit or 1 hour). Some services and/or trades aren't suitable for this style of website, especially where customised quoting is involved. Other things to consider with ecommerce sites are your postage & shipping capabilities and logistics.

## A site showing a catalogue of products

This one is very similar to the business card site. However, it offers a catalog of your products/services with a summary of information. Sometimes, this list may be very large and websites have a convenient navigation system with categories, filters and sorting. These types of websites are usually able to attract customers much better than a business card site because they are more interactive and provide more information about the product and/or service not just the business.

## News or search portals

If you have ever read the news online or searched using a search engine, you have used one of these sites. We use these when we want to be updated or have the latest information.
Typically, such websites are very large and require a lot of time to create and promote. Usually these are commercial projects. The cost in these websites comes from being constantly updated with the latest information.

## Information portals

The most likely place you have come across a portal is internet banking, insurance or perhaps you have studied online. These websites have a "back of house" aspect which is specific to the user, or person logging in. They have a vast range of information, these websites usually collate and restructure information so it's easier for the user to navigate through the information.

## Business card website

This is the simplest type of website and typically doesn't have many pages (usually no more than 10 pages). Most importantly you can go directly from one page to any other. They are aimed providing a brief description of the company, introducing the user to the services provided and giving contact information.
Think of this website as a web based business card.

## Web based accounting or logistics site

Such sites are aimed at solely internal use by any firm, and access from ordinary users is closed. They are very important for structuring data and are used by very large companies that have many offices in different cities. These sites contain a lot of information and are very expensive, but their convenience at times justifies the expenses involved.