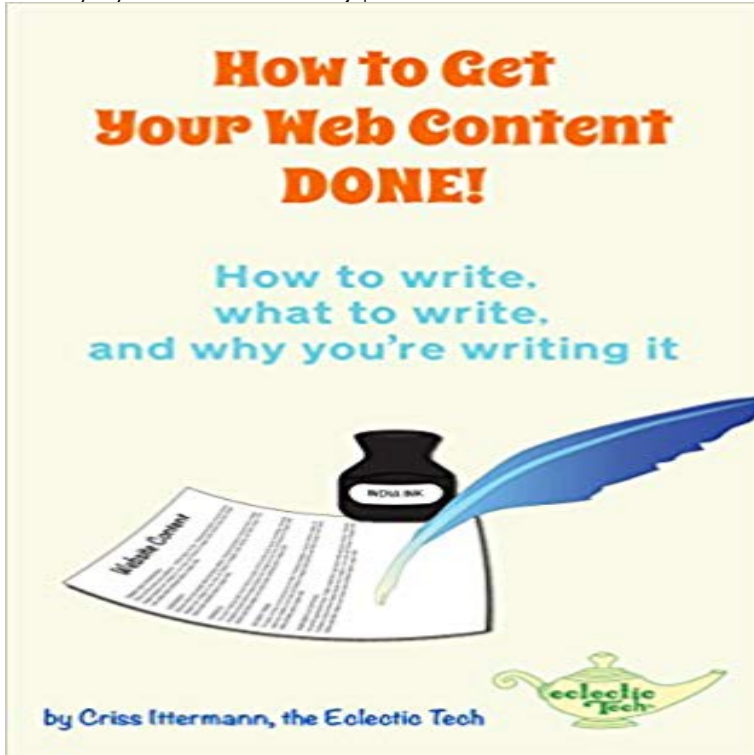


# How to Get Your Web Content DONE!: How to write, what to write, and why youre writing it



Got website content writers block? Website content creation is the big bottleneck of website design. Business owners are not always writers. The same goes for website designers and developers. Even if youre going to hire someone to write your final website copy for you, its important to give them the information they will need for each page of your website so that they write content that is true to your company. This primer walks you through the most common website pages and outlines what information belongs on each page. Being an informed business owner who knows whether their content is serving the human purpose of generating sales is absolutely necessary even while we have to give a nod to the search engines. This book is intended for creating human-readable content, not just creating rankings in search engines, so that you answer peoples burning questions when they click on each page of your website. In addition, there are style tips and hints for overcoming writers block, and information to help you decide on certain web page features such as graphical month-by-month events calendars versus event listings. This book is for solopreneurs, entrepreneurs, marketing people, as well as for web designers and developers and beginning website copywriters.

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