

# Writing the Texts of My Website: Step by Step

## 1 Pre-writing



### Determining the objectives of my website

Objectif 1:

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Objective 2 (if needed):

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### Determine the persona(s)

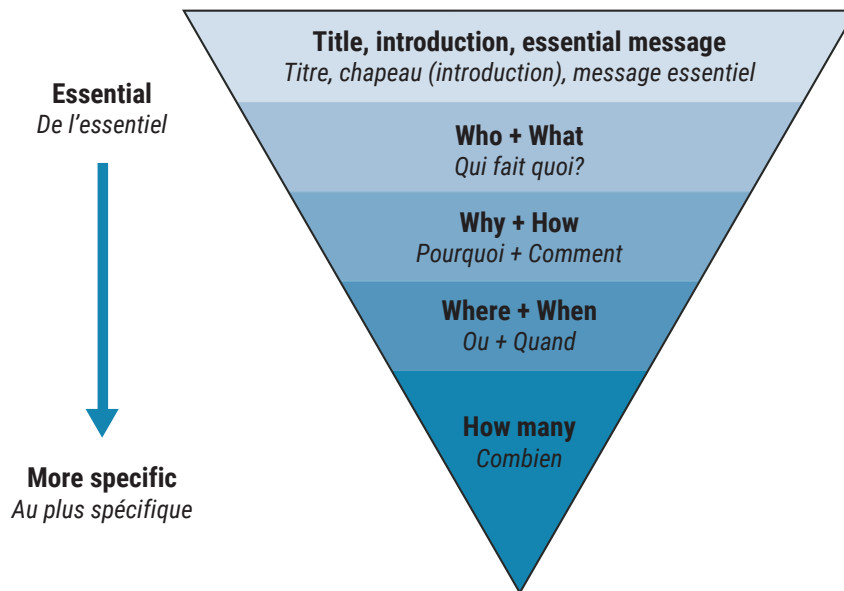
- Name: \_\_\_\_\_
  - Sex: \_\_\_\_\_
  - Age: \_\_\_\_\_
  - Income group: \_\_\_\_\_
  - Employment (position, tasks, type of company): \_\_\_\_\_
  - Socio-professional category: \_\_\_\_\_
  - Level of Education: \_\_\_\_\_
  - City (where they live): \_\_\_\_\_
  - Interests: \_\_\_\_\_
  - Issues encountered: \_\_\_\_\_
  - Needs: \_\_\_\_\_
  - Objectives: \_\_\_\_\_
  - Sources of information: \_\_\_\_\_
  - Their sources of influence during a purchase: \_\_\_\_\_
  - Possible objection to your product or service: \_\_\_\_\_
  - How the product or service could meet their needs: \_\_\_\_\_
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### The Essentials

Below is a list of the essential elements that will enable you to correctly write each page of your website.

Check them off as you write your text.

- I'm proposing solutions. I'm responding to my client's needs.
- The message is personalized. I'm directly addressing to the persona.
- I write according to the technique of the inverted pyramid (funnel) responding to the **5W's** and the **2H's**.



- I added at least one call to action in the page:
  - With a verb that pushes to action;
  - And clearly indicates what I'm asking.
- I have written short paragraphs (5-6 lines maximum).
- I have written at least 300 words in total on the page.
- My sentences contain on average less than 20 words and they are of various lengths.
- I used bulleted or numbered lists.
- I put some elements in bold, sparingly.
- The title is short, catchy and informative (between 4 and 10 words).
- I added subtitles.
- I have favored phrases with active rather than passive voices.
- I avoided too technical terms and jargon.
- I have written clearly and precisely. The whole while keeping the interest of the reader.

## 3 Optimisation of Texts (SEO)



### A step that should not be neglected: Optimising your content!

This will help to, among other things, improve the natural ranking of your website and help users find your business easily online.

- I wrote a theme per page, therefore a keyword and its variants.
- I added keywords :
  - In the titles (H1).
  - In the subtitles (H2, H3, etc.).
  - In URL's.
  - In the ALT attributes of the images.
  - In internal and external links, if there is any.
- I wrote the website tags, including meta-titles (up to 70 characters) and meta-descriptions (between 150 and 150 characters).

## 4 Post-writing



### The final touch: correction!

Good text requires the elimination of all spelling, grammar and syntax errors.

**The content of your website is now ready to convert your visitors into potential customers.**

If you feel writing is not in your specialties, be aware that professional web writers are there to accompany you or do it for you. At Adeo Internet Marketing, our content marketing specialists can create eye-catching texts that meet your goals.

Contact us now to start your project!