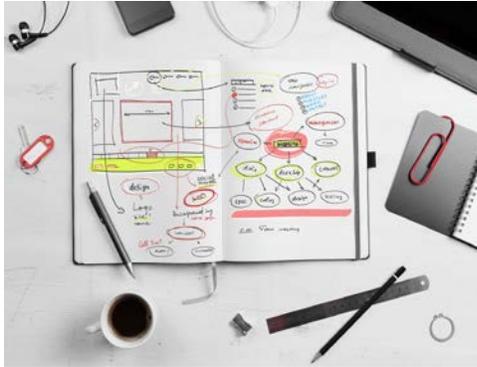




Candybox

Website and marketing advice for the Kitchen Cabinet Manufacturer



Is An Information Overload Killing Your Site?

Writing website content is not for the faint of heart. From mission statements to blog posts to a full breakdown of each service that you offer, each section has to be immaculately articulated to ensure that potential customers have all of the information they need to make an educated purchase. Right?! Not exactly. While

there is some truth to that, the last thing you want to do is assault your website visitors with pages and pages of information they may never read. So, how do you prevent useless information from taking over your site?

Write, Delete and Write Some More!

Have you ever written content and was so excited for someone to read it, but it just bored them to tears? While this is not a pleasant experience, it is one that you can learn from. So, how do you write content that converts? Here are a few helpful steps.

- 1.) **Jot down the specifics.** What would you like people to know? This can be in point form. Don't spend too much time on this!
- 2.) What is your **value proposition?** What would you like people to know about your company and the services that you offer? Include your CTA's, (call to actions) here.
- 3.) **Pre-plan** which page on your website you would like this content to appear on. Think about what your reader will see, and how they will find the information on your site.
- 4.) **Start writing!** This is your rough draft, so it doesn't have to be pretty. Get coffee rings on the paper, write, delete and then write some more. Have some fun with this!
- 5.) **Read and revise.** Once you have poured your heart and soul out on the paper, get ready to delete sections that are no longer important. Remember, think about what your customer wants to read!



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You Aren't Apple

Your business is important to you, but that doesn't mean that it needs to have a novel written about it on your website. Too many pages on your site that are filled with too much content can overwhelm your audience and cause them to miss the key points that you really want them to know! If you think that your website has too many pages, just take a look at other websites. Apple is a great example, because of all of the products that they offer, their website only features the information that speaks to their audience's interests.

If you are struggling to write website content, or are concerned that your site has far too many pages, just drop us a line! We can provide a FREE assessment of your website and give you some helpful pointers to write incredible content that converts!