

the ultimate guide to

CREATE YOUR WEBSITE CONTENT



Talking about ourselves can be difficult. That's why this page is usually the hardest one, and that's why I want to start with it. After finishing this section you will have lost all the fear about your website content creation!

Following the video instructions, start writing your about page:

Presentation

Example: Hello! I'm Claudia Orengo, the graphic & web designer behind Heartmade.es. I was born in Barcelona although thanks to my freelance job I am currently living abroad and travelling while working.

Background

Example: I studied graphic design in Barcelona and Denmark but I like to think I will always be a student. All I know about web design & development is thanks to my passion for learning new things. They never taught me about web design during my 4 years of university. Youtube & Mr. Google are my favorite teachers! I guess it comes in my entrepreneur blod...

Purpose of your business or brand

Example: I started Heartmade.es to help other creative entrepreneurs to have great design and websites for their new ideas. I'm passionate about crafts and creative works, and that's why I want to focus on helping other people like me fulfill their professional dreams.

Testimonials

Fun facts or extra info

Example: If we ever work together you will know me better, but just to give you a quick preview: I'm crazy for colors, my favorite animals are cetacians and I love travelling. Right now I'm writting this from Morocco and in few weeks I'll be flying to Malaysia. YAY!

When writing these pages, try to think about the kind of information that your client really needs or is looking for. That way you will say exactly what they want to hear and show them how perfect you are for each other!

Short introduction

Remember that this can be an extract from your about copy.

Service / Collection #1

- **Title**

- **Description**

- **Benefits (only for services)**

- **What is included (only for services)**

Note: if you need more services or collections, just print twice this page :)

Product # 1

- **Title**

- **Description**

- **Short description**

- **Characteristics**

- **Variables**

- **Price**

Note: duplicate this page for each product :)

IMAGES

Images are the top 1 reason why your website creation will be delayed. Review my tips from the video to complete this section:

Page:

Images:

Page:

Images:

Page:

Images:

Note: if you need more space, just print twice this page :)

Main goal

Top area (main goal action)

Single image with CTA

Slider

Inspirational quote with CTA

Short intro about you or your brand

Links to most important pages

CTA to services / shop

Extra links

CONTACT

Welcome text

Example: Please use the form below or simply send an email to claudia@heartmade.es if you have any questions or want to chat about your ideas. I'll be glad to hear from you!

Contact form fields

Example: Name + Email + Phone + Message

LEGAL TEXTS

Terms & Conditions

Don't forget to watch the video to understand well what you need to write in this section.
Remember that SEO is king! :)

Meta description

Remember: Maximum length is 160 characters

Meta keywords

CONGRATULATIONS!

YAY!!! You are done! Isn't it amazing?

Now all you need to do is copy and paste all this information into your new website.
Remember that I'll be glad to help you with your website creation.

Visit my website or contact me directly to claudia@heartmade.es to find the best solution for you :)

CLAUDIA ORENGO | WWW.HEARTMADE.ES



Hi!! I'm Claudia Orengo, the graphic designer behind Heartmade. I help creative entrepreneurs to get the best brand identity to connect with their ideal clients. Feel free to grab all my free resources and continue growing your brand! See you in: INSTAGRAM or PINTEREST