

A woman with blonde hair, wearing a white lace-trimmed top, is sitting at a white desk. She is holding a glass of white wine in her left hand and has her right hand on a silver laptop. The background is a bright, modern office setting.

shoot
FOR WEB DESIGN

3 Secrets

TO EASILY CREATE YOUR
WEBSITE CONTENT

The 3 Secrets

The 3 Secrets to easily create your Website Content

> Words

The WORDS on your website tell the story.

> Images

The IMAGES give life to the WORDS on your website.

> Layout

The LAYOUT ties the WORDS and IMAGES together.

> BONUS:

CALLS TO ACTION

Now that your visitors are interested, tell them what to do next!

Don't make them guess!

The Words

Tell the story

The Images

Give life to the words on your website

The Layout

Ties the Words and Images together

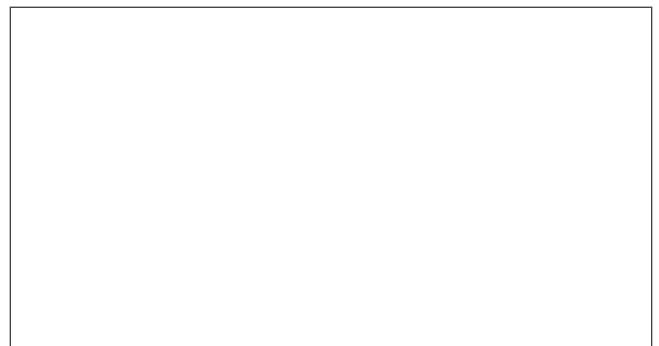
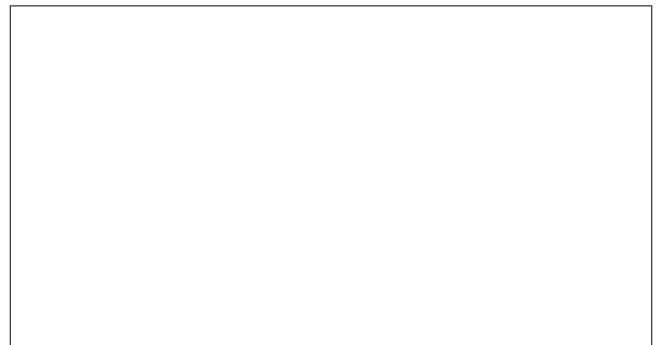
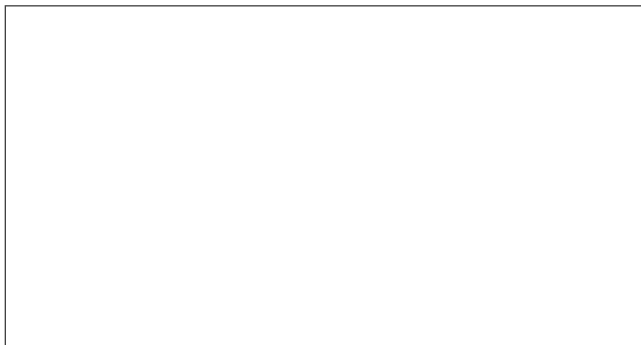
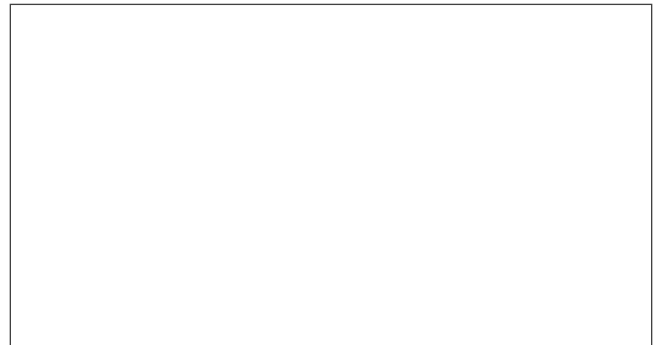
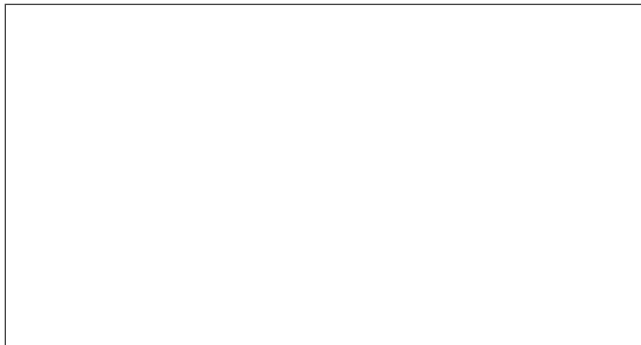
The Layout

The layout of your sections tie the Words and the Images together. Divide the information on your website into distinct sections that guide the visitor all the way down the page to the bottom.

Pro Tips:

- Decide where the words and images will be placed in each section ie: left, right, center, background
- Alternate word and image placement layouts between sections to designate where new information begins and ends

Brainstorm the Layout for each section on your website



Call to Action

Tell your visitors what to do

Call to Action

Now that you have your visitors trust, they are ready to take the next step. Don't let them guess what to do next - TELL THEM!

Here are some Calls to Action to get you started:

Call Now	SUBSCRIBE	Reserve a Meeting
Call Us / Me	Subscribe Now	Reserve a Spot
Start Today	Subscribe Today	Reserve a Date
Start your journey today	PURCHASE	Reserve a Table
Start Your Free Trial	Purchase Now / Today	Make a Reservation
Start for Free	Purchase Your Box	Reserve Your [Offering]
Take a Test Drive	BUY	Get Your Appointment
Send Me Specials Now	Buy Now / Today	Get a Consultation
Send Your Info	Buy Your [Offering Name]	Get Your [Offering]
Grab	ORDER	Donate Today
Grab Your Template	Order Now	Donate Now
Grab Your Freebie	Order Today	Support the Cause
Get your Discount Code	Order Your [Offering Name]	Support Us
Get your Coupon	BOOK	Support Our Mission
Get Your Ticket	Book Now	Get Involved
SHOP	Book Today	Volunteer / Serve
Shop Now	Book Online	Talk with Us
Shop the Collection	Book Your [Offering Name]	Work with Us
Let's Get Working	Book Your Date	Hire Us
Drop Us a Line	Book a Meeting	Introduce Yourself
Reach Out	Book a Workshop	Say Hello
BROWSE	Schedule Online	Tell Us Your Story
DOWNLOAD	Schedule a Meeting	Follow the Magic
Download Now	Schedule a Consultation	Make Magic
Get your FREE Copy	Schedule an Appointment	Get Clean
Join Us	Enroll Today / Now	Get a Quote
Join Our Club	Give a Gift	Consult us for a Quote
Start Your Project	Invite a Friend	Get a Custom Quote

Brainstorm the Call(s) to Action for your website



Ready to learn how to create a website that will grow your business.?

We are Ling & Michelle,
your personal photographer, branding,
marketing and website design partners.

Helping entrepreneurs and small businesses learn
how to create website Photos, Branding & Content
that will grow your business.

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FOR WEB DESIGN