



Website Content Prep Workbook

A free template by Jorvik Web Dev

No jargon.

No overwhelm.

Just a place to gather your stuff before you build your website.

How to use this workbook

1. Work through each section in any order (though Dashboard first makes sense)
 2. Fill in the blanks, tick the boxes, and scribble ideas
 3. When it's mostly complete, you're ready to build — or hire someone like me
 4. No email required. No sign-up. Just useful.
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Dashboard

The Basics (Don't Skip This)

Business Name:

Website Domain:

Where is your domain registered?

Where is your website hosted?

Your main email:

Do you have access to all your logins?

- Domain registrar login
- Hosting login
- Google account (for Analytics / Search Console)
- Social media logins

Don't have this? That's okay. Just write "need to find" and come back to it. Most people don't have everything on day one.



Your Top 5 Keywords / Long-Tail Phrases

What do people type into Google when they're looking for a business like yours?

#	Keyword / Phrase	Why you chose it
1		
2		
3		
4		
5		

Stuck? Think about what your customers say when they describe their problem, not what you call your service. Still stuck? Email Hannah who will be happy to help (hannah@jorvikweb.dev)

Your Brand Bits

Logo

Do you have a logo?

- Yes
- No

Logo file types you need (eventually):

- .PNG (transparent background) — for web
- .SVG — for super crisp scaling
- .JPG — for places that don't like PNGs

Don't have this? You can get a simple logo for under £50 on Fiverr, or I include brand basics in my Custom package. For now, just write your business name in a nice font.



Colours

Primary colour (the one people associate with you): Hex code: #_____

Secondary colour (accents, buttons): Hex code: #_____

Text colour: Hex code: #_____

Fonts

Headings font:

Body text font:

*Don't have this? Google Fonts is free and easy. Pick **two** that feel like you. One for headlines (personality) and one for body (readable).*

Brand Assets

Logo files:

- Logo PNG
- Logo SVG (if you have it)
- Icon-only version (if you have it)

Photos of you / your team:

- Headshot(s)
- Team photo
- Action shots (you working, your product being made)



Product / Service photos:

- Hero image (the big first impression photo)
- 3-5 supporting images

Other brand bits:

- Brand guidelines PDF (if you have one)
 - Any existing brochures or flyers
-

Ready to Build?

Tick everything below before you start building or send this to your designer:

- Dashboard basics filled in
- At least 3 keywords written down
- Brand colours noted (even if rough)
- Homepage content drafted
- Logo file attached (or plan to get one)
- At least 3 photos gathered

When you're ready:

- Building yourself? You've got everything you need above.
 - Want me to build it? Book a free 30-min chat — hello@jorvikweb.dev
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Homepage

This is your shop window. Most people will land here first, decide in 5 seconds if you can help them, and either scroll or leave. Make every word earn its place.

H1 (Your Main Headline)

This is the first thing people read. It should say who you help, what you do, and why it matters.

My H1:

Aim for 6-12 words. Bad: "Welcome to our website". Good: "Web design for small businesses who've outgrown DIY".

Does my H1 pass the "so what?" test?

- A stranger would know what I do in 3 seconds
 - It mentions who I help (or implies it)
 - It doesn't use jargon my customers won't know
-

Written Content

Sub-headline (1-2 sentences under the H1)

Expand on the headline. What do you actually do? How do you make their life better?



Section: What You Do (3 things max)

Don't list everything. Pick the 3 things most people hire you for.

Service 1: __ **One sentence description:** __

Service 2: __ **One sentence description:** __

Service 3: __ **One sentence description:** __

Section: Why You (Trust Signals)

What makes you different from the next option on Google?

- Years of experience? _____

- Specific niche?

- Approach or values?

- Results you've got for others?



Section: Social Proof (if you have it)

Testimonial 1: "_____" — Name, Business

Testimonial 2: "_____" — Name, Business

Call to Action (what should they do next?)

One primary action. Just one. Examples: "Book a free 30-min chat", "Get a quote", "Shop the collection", "Download my free guide".

Image Dump

Hero Image (the big top image)

[Attach or describe your hero image here] What it shows: __ **Why this photo:** __

Supporting Images

Image 1: [Attach or describe] Caption / what it shows:

Image 2: [Attach or describe] Caption / what it shows:

Image 3: [Attach or describe] Caption / what it shows:

Logo / Brand Marks

[Attach any partner logos, accreditation badges, or "as seen in" logos]



Homepage Checklist

- H1 is clear and specific (not vague)
- Sub-headline explains the "so what?"
- 3 services/products described simply
- One clear call to action
- At least one trust signal (testimonial, stat, or "why me")
- Hero image chosen (even if placeholder)
- Mobile view mentally checked (stack everything vertically, does it still flow?)



About

People buy from people. This isn't your CV. It's the **story** of why you care about what you do, written for someone who's deciding if they trust you.

H1

My About page H1:

Bad: "About Us". Good: "Why I started helping small businesses with their websites".

Written Content

Your Story (2-3 short paragraphs max)

Paragraph 1: The problem you saw (or experienced yourself) "I started this because..."

Paragraph 2: What you did about it "So I decided to..."



Paragraph 3: What you believe now (your mission/values) "Now I help people..."

Don't write an essay. 300 words is plenty. If you wouldn't say it to someone at a networking event, don't write it here.

What You Stand For (3 values max)

Value 1: __ **Why it matters to your customers:** __

Value 2: __ **Why it matters:** __

Value 3: __ **Why it matters:** __

Your Experience (optional — only if relevant)

Don't list every job since 2003. Just the bits that prove you know what you're doing.

- Relevant qualification? _____
- Years in the field? _____
- Notable client or result? _____



Fun / Human Bit (optional but recommended)

"When I'm not ___, **you'll find me** ___."

Image Dump

Photo of You

[Attach your headshot or team photo here] *Tips: Face-forward, smile if it fits your brand, good lighting, not a selfie (unless that's your vibe).*

Behind the Scenes Photos

Image 1: [Attach or describe] What's happening in this photo:

Image 2: [Attach or describe] What's happening:

Brand / Workspace Photos

[Your desk, your van, your studio, your dog — anything that shows your world]



About Page Checklist

- H1 isn't just "About Us"
- Story explains why you care (not just what you do)
- At least one value stated
- Photo of you included (people trust faces)
- Sounds like you, not a corporate robot
- Length: under 400 words ideally



Services

This is where you sell. But "sell" here means "clearly explain what I do and who it's for" so the right people say yes and the wrong people self-filter.

H1

My Services page H1:

Bad: "Our Services". Good: "Website packages for small businesses ready to grow".

Written Content

Service 1

Name: _____

One-line description:

What is it, in plain English?

Who it's for:

Describe the person or business that needs this. Be specific.

What's included:

-

-



-

-

What they get (the result):

Not "a website" — what changes for them? Example: "A website that loads in under 2 seconds and shows up on Google".

Price (optional but powerful):

From £__ / £__ per month / Custom quote

Call to action:

What should they do if they want this?

Service 2

Name: _____

One-line description:

Who it's for:

What's included:

-



-

-

What they get:

Price:

Call to action:

What should they do if they want this?

Service 3 (if applicable)

Name: _____

One-line description:

Who it's for:

What's included:

-

-



What they get:

Price:

Call to action:

What should they do if they want this?

FAQ (Pre-empt objections)

Q: How long does it take?A: _____

Q: What if I don't have a logo / photos / content?A: _____

Q: Can I update it myself afterwards?A: _____

Q: Do you do ongoing support?A: _____

Image Dump

Service Photos

Service 1 image: [Attach or describe] What it shows:

Service 2 image: [Attach or describe] What it shows:



Service 3 image: [Attach or describe] What it shows:

Result / Outcome Images

[Before/after screenshots, happy customer photos, your work in action]

Icons / Graphics

[Any icons that represent your services (keep them consistent in style)]

Services Page Checklist

- Each service has a clear name and description
- "Who it's for" filters the right people in
- What's included is specific (not "everything you need")
- Each service has its own call to action
- FAQ answers the 3 questions people always ask you
- Prices shown (or clear "from" pricing)



Contact

Make it easy to get in touch. The more friction you add, the fewer people will bother.
One clear method beats five confusing options.

H1

My Contact page H1:

Bad: "Contact Us". Good: "Ready to get your website sorted? Let's chat."

Written Content

Your Preferred Contact Method

How do you actually want people to reach you? Email? Phone? Form? WhatsApp?

Pick ONE primary method: _____

Response Time Promise

When will they hear back? Example: "I reply to every email within one working day."

What Happens Next

What should they do if they want this?

Set expectations so they're not left wondering. Example: "Drop me a message and I'll send you my availability. We'll have a 30-min call where I ask about your business and what you need. No pitch, just figuring out if I'm the right fit."



Your Details

Email: __

Phone: __ (only if you want it public)

Business address: __ (optional)

Hours you respond: __

Social Links (if relevant)

LinkedIn: __

Instagram: __

Facebook: _____

***Only include ones you actually use and check.*

Map / Location (if you have a physical presence)

[Embed map or write address]

Image Dump

Your Photo

[Attach a friendly photo of you here — people like knowing who you're contacting]

Workspace / Location Photo

[Your office, co-working space, or a photo that shows you're a real business]



Contact Page Checklist

- H1 invites action (not just "contact")
- One clear contact method highlighted
- Response time stated
- "What happens next" reduces anxiety
- Form (if used) has 4 fields max: Name, Email, Message, (optional) How did you hear about me?
- Phone only listed if you actually want calls



Extra Page Template

Use this for any additional page: Portfolio, Blog, Case Studies, Pricing, FAQ, Resources, etc. Copy this page and rename it for whatever you need.

H1

My page title: _____

My H1:

Written Content

Section 1

Heading: _____

Content:

Section 2

Heading: _____

Content:



Section 3

Heading: _____

Content:

Image Dump

Image 1

[Attach or describe] Caption / what it shows:

Image 2

[Attach or describe] Caption / what it shows:

Image 3

[Attach or describe] Caption / what it shows:
