

Website Content Guide

A practical guide for gathering, writing, reviewing, and submitting better website content for your business.

Client Resource Library

IP Marketing Solutions

Purpose: This guide is designed to help IP Marketing Solutions clients prepare useful, accurate website content that supports stronger branding, better user experience, and improved search visibility. It can be used when planning a new website, updating an existing page, preparing blog content, or submitting information to our team.

WHAT THIS GUIDE HELPS WITH

Good website content is not just about filling space. It should clearly explain what your business does, help customers take action, and give search engines useful context about your services and locations.

Content Area	Why It Matters	What to Prepare
Business Info	Keeps your website accurate and trustworthy.	Name, phone, email, hours, service areas, team details.
Services	Helps visitors understand what you offer.	Service descriptions, common questions, benefits, photos.
SEO Details	Supports search visibility and local relevance.	Keywords, city names, FAQs, page topics, internal links.
Creative Assets	Makes your brand feel authentic and professional.	Logos, photos, videos, testimonials, examples of work.

START WITH THE BASICS

Before writing content, gather the core information your customers need to understand your business. This creates a stronger foundation for your website, search engine optimization, and future marketing campaigns.

01 1. Define the Goal Decide what each page should help visitors do: call, request a quote, schedule service, read more, or contact your team.	02 2. Know the Audience Think about your ideal customer, what they need, what questions they ask, and what concerns they may have before contacting you.	03 3. Gather Proof Collect testimonials, project photos, service examples, certifications, awards, team photos, or community involvement details.
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PAGE CONTENT CHECKLIST

Use this checklist when preparing any new website page or major page update.

- What is the main purpose of this page?
- What service, product, location, or topic is the page about?
- Who is the ideal customer for this page?
- What questions should the page answer?
- What makes your business a good choice for this service?
- What action should the visitor take after reading the page?
- Do you have real photos, examples, or testimonials to support the content?
- Are there any claims, guarantees, or details that need to be verified?

IP Marketing Tip: The best website content answers real customer questions. If your team hears the same question every week, that question probably belongs somewhere on your website.

WRITING CONTENT THAT ACTUALLY HELPS CUSTOMERS

Website copy should be clear, specific, and helpful. Avoid vague claims like "best service around" unless you can support them. Instead, focus on what you do, who you help, how the process works, and why the service matters.

- Use plain language your customers would actually search for.
- Keep paragraphs short and easy to scan.
- Include clear calls-to-action such as "Request a Quote" or "Contact Our Team."
- Explain benefits, not just features.
- Use location names naturally when local visibility matters.

SEO CONTENT BASICS

SEO-friendly content helps search engines understand what your page is about and helps customers decide if your business is the right fit. Strong SEO content should be accurate, useful, and written for people first.

SEO Element	What to Include	Helpful Example
Page Topic	One clear main idea for each page.	Commercial video production services.
Primary Keyword	The phrase your ideal customer may search.	Website design services in Jackson TN.
Supporting Terms	Related phrases that add context.	SEO, Google Ads, social media, branding.
Local Signals	Cities, counties, or service areas used naturally.	Serving Jackson, Medina, Humboldt, and West Tennessee.
FAQ Content	Questions customers commonly ask.	How long does SEO take to work?

SERVICE PAGE CONTENT

A strong service page should explain the service, identify who it helps, answer common questions, and guide the visitor toward contacting your business. When submitting service page content, include practical details that make the page more useful.

- Service name and a plain-English explanation of what it includes.
- Main benefits customers care about.
- Common problems this service solves.
- Photos, videos, or examples related to the service.
- Frequently asked questions and answers.
- Any limitations, requirements, or details customers should know.

LOCATION PAGE CONTENT

Location pages should be unique and helpful. They should not just swap a city name into the same paragraph. Helpful location pages can include local context, nearby service areas, relevant industries, and details about how your business supports customers in that area.

- City and state name used naturally in headings and body copy.
- Nearby areas or communities you serve.
- Services most relevant to that location.
- Local photos or project examples when available.
- FAQs written specifically for the local audience.

BLOG CONTENT

Blog posts are useful for answering questions, supporting SEO, and giving your team helpful resources to share. Strong blog topics usually come from real customer questions, common misunderstandings, seasonal trends, or service education.

- Choose one clear topic per post.
- Answer the question thoroughly without overpromising results.
- Link to related service pages when helpful.
- Include examples that are relevant to your audience.
- End with a practical takeaway or next step.

PHOTO & MEDIA GUIDELINES

Original photos and videos help your website feel more authentic. When possible, send real photos of your team, facility, vehicles, products, work, events, or completed projects. These assets can be used across website pages, social media, advertising, and print materials.

Asset Type	Best Use	What to Send
Team Photos	About pages, social media, trust-building content.	Clear, well-lit horizontal and vertical photos.
Project Photos	Service pages, portfolios, case studies.	Before, during, and after photos when possible.
Facility Photos	Local trust, Google Business Profile, website imagery.	Exterior, interior, signage, equipment, showroom.
Video Clips	Social content, website banners, commercials.	Short clips, horizontal video when available, clear audio if spoken.

CONTENT UPDATE REQUEST CHECKLIST

When requesting website updates, the more specific you are, the easier it is for our team to make the update accurately and efficiently.

- Include the page URL or page name that needs the update.
- Explain what needs to change and why.
- Provide final approved wording when possible.
- Attach photos, PDFs, logos, or files needed for the update.
- Mention any deadline or time-sensitive reason.
- Confirm who should approve the update before it goes live.

Important: If your update includes prices, warranties, legal information, medical information, financial details, or claims about results, please make sure the wording is accurate and approved before submitting it to our team.

FINAL REVIEW BEFORE SENDING CONTENT

- Is the information accurate and current?
- Does the content clearly explain what customers need to know?
- Are names, phone numbers, addresses, and hours correct?
- Are all claims realistic and supportable?
- Did you include photos, files, or links our team will need?
- Is there a clear next step for the visitor?

Need help preparing content? Contact the IP Marketing Solutions team through your Growth Hub or reach out directly for support with website updates, SEO content, blog topics, or marketing resources.

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