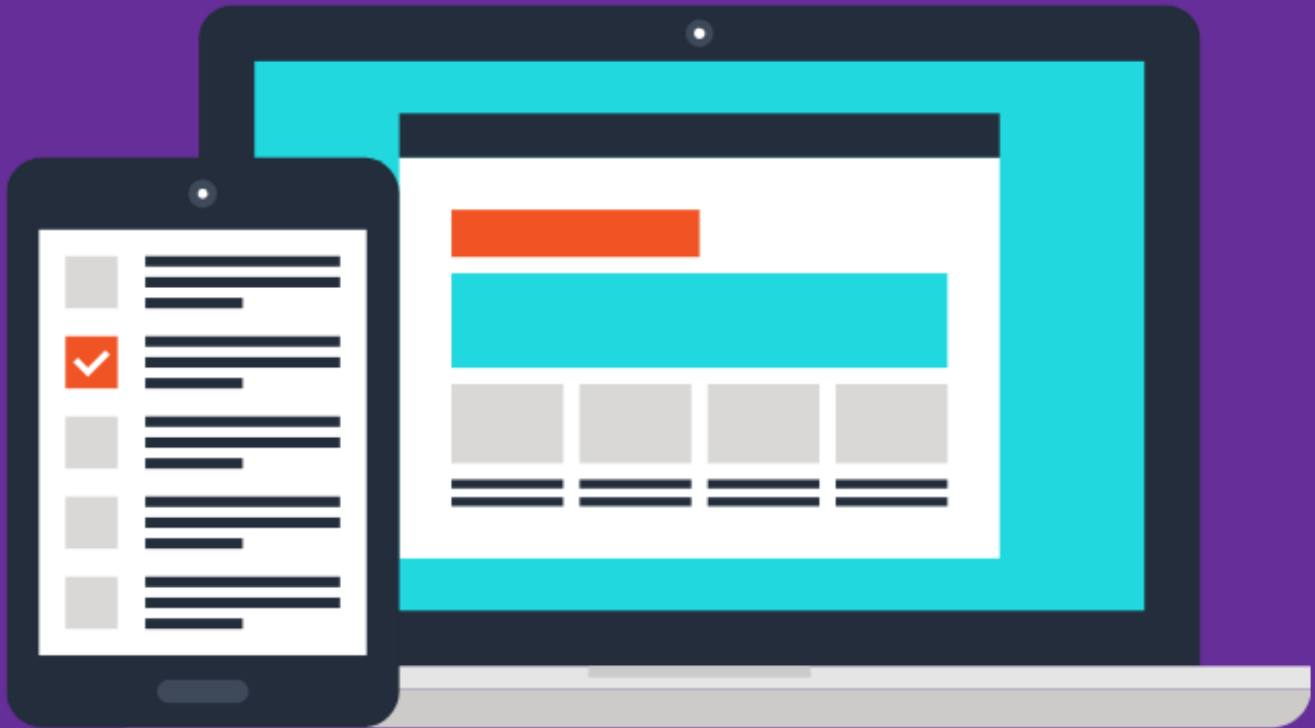


Homepage Copy Framework



COPY FLIGHT 

Todd E Jones

Homepage Copy Framework

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FIRST EDITION

Homepage Copy Framework

Table Of Contents

Homepage Framework	3
Headline (use UVP Worksheet)	3
First paragraph	3
Benefits	3
Call to Action	4
Social Proof	4
Call to Action	4
Footer	5
Example of PAS Framework	6
For the Benefits	7
Use the “So what?” test.	7

Homepage Framework

Headline (use UVP Worksheet)

- In the Hero Shot area
- Title - based on your UVP
- Main call to action (above the fold)

First paragraph

PAS Framework

Problem - What is the target audience's problem?

Agitate - Twist the knife a bit; agitate

Solution- What is your solution?

Benefits

- Three or four benefits
- Highlight benefits as the end result of your feature.
- Pick three to four features and determine the benefits

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Call to Action

Lead magnet or some other important call to action

Social Proof

Great place to place a testimony, places seen on the web, case studies, logos of clients, guest posts you have done, presentations, etc.

Call to Action

Optin for an email newsletter or lead magnet

Homepage Copy Framework

Footer

These are elements that should be considered for the footer area:

- Physical Address
- Phone number
- Contact info
- Latest articles
- Search Box
- Email Signup
- Privacy policy
- Copyright
- Navigation
- Social icons

Homepage Copy Framework

Example of PAS Framework

Copywriting for an imaginary holiday website

PROBLEM: Finding the perfect hotel can be stressful. Almost too stressful to bother.

AGITATE: Hunting down all your options, working out how far away the local hotspots are and reading reviews from other 'guests'. Then of course there is price.

And all within your lunch hour? Impossible!

SOLVE: Not impossible. Awesomehotels.com makes finding the best hotel deals quick and easy. We compare hundreds of travel sites for you so you get the best hotel deal available. And all faster than you can say "ham, cheese and pickle on rye".

[Source: Copywritermatter.com](http://Copywritermatter.com)

Homepage Copy Framework

For the Benefits

Use the “So what?” test.

List your features:

Start by making a list of your product or service’s features. These are the “facts.”

So if you’re selling a yellow no. 2 pencil, some of the features include:

- Eraser on one end
- Graphite core encased in a wooden cylinder
- Yellow
- Around 7 inches in length

Now that you’ve got your features, it’s time to ask “So what?” for each of the features ...

Source: [CrazyEgg](#)

Then ask “so what?” (see image below)

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Feature: eraser on one end

So what? You can easily correct mistakes. No need to have to grab a new sheet of paper.

Feature: Graphite core encased in a wooden cylinder

So what? If you happen to press too hard and break the tip, no problem. Just sharpen the pencil and you can be back to writing in no time flat. Even if you break the pencil in half, you can still sharpen it and get to work.

Feature: It's yellow

So what? It's easy to find and differentiate from your pens and other writing instruments. Save time, since you don't need to be fumbling through a bunch of stuff to locate it.

Source: [Crazy Egg](#)