

WEBSITE COPY FRAMEWORK



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Homepage Framework

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FIRST EDITION

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The Homepage Framework

- Headline - UVP
- First Paragraph
- Benefits
- Call to Action
- Social Proof
- Call to Action
- Footer

The Homepage Framework Explained

Headline (use UVP Worksheet)

- In the Hero Shot area
- Title - based on your UVP
- The 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

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

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

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

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: [Crazy Egg](#)

Then ask “so what?”

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](#)

About Page Framework

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The About Page Framework

- Headline - UVP
- Imagine . . . dream
- I'm different because
- Here's my/our story
- My best offer
- Sign up for my emails

The Framework explained:

1. Headline - UVP

A. Three Points to remember

Be clear - Not catchy and certainly not clever

“Your headline doesn’t need to be catchy or clever or ‘punchy’. It just has to encapsulate what you do, how you’re different and why people should keep reading.”

Write headline variations - 25 headlines

Write 25 variations of your headlines. You might wait till the end to write them.

Page first - Consider writing the page first

“I’ve found the best stories reveal themselves throughout the writing process and it’s easier to come up with something clear and unique after writing the rest of the page.”

Source: [Marian Schembari](#)

B. About page headline examples

“Free Tools to Automate Your Site Growth.” **Sumo**

“Nobody knows case studies like us.

Case Study Buddy

“We're on a mission to help customers win online.” **WP Engine**

2. Imagine . . . dream

Two points:

Have your audience to imagine what life will look like when they use your product or service.

Use the word image to help guide you. (ie. Imagine if. . .)

Help them dream of a better situation.

3. We are different because

“Draft this section by asking yourself: ‘What pisses you off about your industry?’”

Source: [Marian Schembari](#)

Here are a few other questions to help you brainstorm:

- How is your approach different?
- What do you offer that competitors don’t?
- What drives you crazy about your industry?
- What part of your industry do you want to see changed?
- Why did you start your own business instead of getting a job with someone else?

Source: [Marian Schembari](#)

4. Here's my/our story

A Story (see info from Company story worksheet)

Be personal first by telling a compelling story. Support with your skills and values. Reveal your passion for making a change.

- Company Story Worksheet
- Values
- History - chronology
- Passion
- Skills

Write information in a narrative. Use these elements to craft your narrative.

5. My best offer

Now that the reader has read your about page, what next? What do you want them to do? Aside from signing up for your email newsletter, what should they do?

- Introduce them to popular content or services
- Present them with your best selling products
- Let them know of upcoming events or workshops
- What is your primary offer?
- Do you have an ideal lead magnet?
- Pillar or cornerstone content

6. Sign up for my emails

This is the perfect place to offer your email newsletter. The reader has read all of your page and ready to join your tribe.

Framework Inspired by:

<https://kopywritingkourse.com/how-to-write-an-about-us-page/>

By Marian Schembari and Neville Medhora

Writing your Services Page

To write your service page, I'm going to rely on an old copywriting framework, PAS.

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The Services Page Framework

- Headline
- Problem
- Agitation
- Solution
- Call to Action

The Framework Explained

Here's what each letter stands for.

P stands for pain.

Here you describe your customers biggest pain that your service helps solve.

A stands for agitating.

In this case, you are going to agitate that pain a little bit so they feel it a bit more.

S stands for the solution.

Here you are going to show how you solve the problem. It is important that you show more than telling. You may use an example or show images or graphics of results.

We are going to add a couple of elements to the framework.

Headline

Of course, there will be your headline before you start the body of the copy.

Your headline will consist of the UVP for this service. Remember the UVP worksheet? You are going to use it again to create your headline.

Problem - the pain your customer is experiencing

Agitate - agitate the pain a bit.

Solution - call for the solution.

Call to Action

Finally, at the end of your page copy, you will create a call to action. It might be as simple as inviting them to contact you or fill out a form.

Example

In this example, we are going to use a fictitious Chiropractic clinic who's target market is weekend warriors.

Headline:

River Valley Chiropractic uses cutting edge technology to fix your back and get you back on the field.

Problem:

The pain is excruciating. It stops you in your tracks. You didn't realize age would hurt.

Agitate:

Gone is the fun with your friends. Gone is the feeling of accomplishment when you can't move because your back hurts.

Truth is your back is part of your core, and when that hurts, well, you are stuck sitting at home. No fun at all.

Solution:

River Valley Chiropractic center has cutting edge technology that will get you back to your game. You won't miss a beat.

Even better, we offer convenient times so that you will be ready for next weekend's game.

Call to Action:

Using a call to action can be as simple as one of the two below:

1. Contact us today to set up your first appointment and get moving again!
2. Book an appointment!

Remember, you want to call them to a benefit. If you want your reader to buy, tell them to “buy.” If you want them to call or contact, tell them to “contact.”

Additional Materials

In your Website Copy Framework Pack

Ebooks

You have copies of two ebooks, one for the About Page and one for your Homepage. It gives greater context to the worksheets.

Worksheets

Additionally, there is a worksheet for writing your unique value proposition and one for extracting the benefits of your product or service.

Company Story

Finally, you have a copy of the Company Story Worksheet.

Finally

If you haven't already, read the documentation for using the Website Copy Framework pack.