



AWESOME WEBSITE CONTENT CHECKLIST

Web Goddess
SITES WITH SOUL

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KNOW YOUR AUDIENCE

- ☐ I know exactly who I'm writing for
- ☐ My content speaks directly to their needs/wants/pain points
- ☐ I sound like a real human, not a jargon robot

KEEP IT CLEAR + SCANNABLE

- ☐ Short sentences and paragraphs (2–3 lines max)
- ☐ Headings break up the page
- ☐ Bullet points for key info
- ☐ Important stuff is in bold or highlighted

FOCUS ON BENEFITS

- ☐ I explain why each service or feature matters
- ☐ I show what's in it for the client
- ☐ My content paints a picture of the transformation

INCLUDE A CLEAR CALL TO ACTION

- ☐ Every page tells visitors what to do next
- ☐ Buttons/links are easy to spot
- ☐ Calls to action match the flow (not just "Contact me" everywhere)

OPTIMISE FOR SEARCH (WITHOUT SOUNDING LIKE A TWAT)

- ☐ I've included keywords naturally (no keyword stuffing)
- ☐ Page titles, headers and intro text are Google-friendly
- ☐ Meta descriptions are written and make sense

SOUND LIKE YOU

- ☐ My tone of voice is consistent and authentic
- ☐ I use language my clients would actually say
- ☐ It sounds like me, not ChatGPT or corporate beige

NEXT STEPS

Now that you've gone through the checklist, review your website content and apply any needed changes. And make sure you do this regularly - as your business and target clients change so should your website copy!

And, if you're struggling to make the changes you need to your site, why not give us a call - we'd love to help...

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[Book a Discovery Call](#)

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