Website Words Workbook

Write your homepage, about, services and contact pages in plain English: a fill-in workbook for UK small businesses

A free workbook from markdesigns.me

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How to use this workbook

You know your business better than anyone. This workbook helps you get that knowledge out of your head and onto your website, one page at a time. It covers the four pages most small business sites need: a homepage, an about page, services pages and a contact page.

Work in three sittings:

1. **Gather (Steps 1 and 2):** collect your customers' words and the basic facts. No writing skills needed.
2. **Draft (Steps 3 to 7):** answer the prompts for each page. Rough answers are fine, so don't polish as you go.
3. **Check (Steps 8 and 9):** read it all back, tidy it up and tick off each page.

Use the examples as a guide, not a script. Each step has a worked example from Wexley Wash & Trim, a made-up mobile dog groomer. It shows the kind of answer that works. Your business is different, so your words should be too.

Type or print. You can print it or fill it in by hand. When you're done, copy your answers into your website builder, or send them to whoever is building your site.

No sign-up and nothing to buy. It's yours to use for your own business.

Meet our example business

All the way through this workbook, you'll see worked examples for one business, so you can watch a full set of pages come together.

> **Example only: this business is made up.** Wexley Wash & Trim is an invented mobile dog groomer in North Leeds, run by an invented owner called Jo. Any likeness to a real business is accidental. The examples show the thinking, so don't copy the wording. Your pages should sound like you.

Jo grooms dogs in a van parked outside the customer's home, one dog at a time. Most of Jo's customers have dogs that get anxious at a busy salon, older dogs, or owners who can't easily get to a groomer.

Step 1 – Gather: your customers' own words

The best website words are usually already out there, in the way your customers talk about you. Before you write anything, collect them.

Look through reviews, thank-you messages, emails, texts and your notes from phone calls. Write down the exact phrases people use, even if they're not how you'd say it.

What do people ask you most often, before they book or buy?

What words do customers use for what you do? For example, do they say "groom", "haircut" or "a tidy-up"?

What were they worried about before they contacted you?

What do happy customers say afterwards? Copy phrases word for word.

> **Worked example (Wexley Wash & Trim, made up)** - **Questions:** "Do you do big dogs?" "How long does it take?" "Do I need to be home?" "Will you come to Adel?" - **Customers' words:** "a groom", "a tidy-up", "her summer cut", "nails done". - **Worries:** "He hates the salon." "She's 14 and gets stressed." "I can't drive at the moment." - **Afterwards:** "She came back so calm." "No more shaking in the car." "Like a different dog."

Why this matters: when your website uses your customers' words, people recognise their own problem straight away. They feel the page was written for them.

Step 2 – Gather: the basics

Short answers are fine here. You'll shape them into proper sentences later.

What do you do, in one plain sentence?

Who is it for? Think about the kind of people or businesses you help most, and the situation they're in when they need you.

Where do you work? List the towns, areas or postcodes you cover, or say if you work across the UK or online.

What happens when someone gets in touch? Write it as simple steps.

What proof can you honestly show? For example, qualifications, memberships, years trading, insurance, real reviews, photos of your own work. Only include what's true and what you could show if asked.

> **Worked example (Wexley Wash & Trim, made up)** - **What:** "I groom dogs in my van, parked outside your home." - **Who:** "Owners of nervous, older or reactive dogs, and people who can't easily get to a salon." - **Where:** "North Leeds: Horsforth, Adel, Headingley, Meanwood and nearby." - **What happens:** "You message me. I ask a few questions about your dog. We book a time. I arrive, groom in the van, and hand your dog back." - **Proof:** "Grooming since 2019 [example]. Written reviews from customers. Before-and-after photos of my own work, shared with owners' permission."

Step 3 – Draft: your homepage

Your homepage has one main job: to tell a visitor, in a few seconds, that they're in the right place, and what to do next.

The top of the page (what people see before they scroll)

A plain headline. What do you do, said the way a customer would say it? Leave clever wordplay for your social media posts.

One supporting sentence. Add the detail that matters most to your customers: where, how, or what makes you different.

One main button. What's the single most useful next step? Write the words for the button.

> **Worked example (Wexley Wash & Trim, made up)**
>
> **Headline:** Dog grooming that comes to your door
>
> **Supporting sentence:** One dog at a time, in a quiet van parked outside your home, across North Leeds.
>
> **Button:** Ask about a groom

Step 3 – Draft: your homepage (continued)

The rest of the homepage

Your services in brief. List your main services, with one line each, and link each to its own page.

Why people choose you. Give two or three honest reasons, ideally in your customers' words from Step 1.

One real review. Copy a genuine review word for word and add the customer's first name or initials, with their permission.

Where you work. Use one line from Step 2.

The next step again. At the bottom of the page, repeat your main button, perhaps with a short line before it.

> **Worked example (Wexley Wash & Trim, made up)**
>
> **Services:** Full groom · Bath and tidy · Puppy's first groom · Nail trim
>
> **Why people choose Jo:** "No salon noise, no other dogs, no car journey." "Plenty of time for older and nervous dogs." "Your dog is groomed outside your home, so they're home again the moment it's done."
>
> **Review:** *(Example review, invented for this workbook. Only ever use real ones.)* "Our old spaniel used to shake for hours after the salon. With Jo she just trots back in and goes to sleep." Sarah, Horsforth
>
> **Area:** Covering Horsforth, Adel, Headingley, Meanwood and nearby.
>
> **Closing:** Not sure if your dog would suit a mobile groom? Ask me. [Ask about a groom]

Step 4 – Draft: your about page

People read about pages to decide whether they'd like to deal with you. Keep it about what that means for them, not only your life story.

Why did you start? A sentence or two is plenty.

How do you work, and what do you care about getting right?

Who's behind the business? Give names and roles, and a note of the photo you'll use. A real photo of you, or of your team, builds more trust than a stock image.

What can customers expect from you? Think about the practical things people want to know, such as how you communicate, how you keep things tidy, and what you do if something isn't right.

What's the next step? End with a link to your services or contact page.

> **Worked example (Wexley Wash & Trim, made up)** I started Wexley Wash & Trim after years of watching nervous dogs struggle in busy salons. The noise, the waiting and the other dogs were often harder for them than the groom itself.
>
> So I bring the grooming to you. My van has everything I need, and your dog is the only one I see during their appointment. I take things at your dog's pace, and if they need a break halfway through, they get one.
>
> I'm Jo, and I'm the person who'll answer your message, arrive at your door and groom your dog every time. *(Photo note: Jo with the van, outside, in natural light.)*
>
> Before the first groom I'll ask about your dog's age, health and anything that worries them. Afterwards I'll tell you how they got on and anything I noticed about their skin, coat or nails.
>
> Have a look at my services, or send me a message about your dog.

Step 5 – Draft: a services page

Give each main service its own page, or its own clear section. Visitors want to know whether it's right for them, what they'll get and what happens next. There are two answer sets here, so you can do two services. Print or copy these pages for more.

Service 1

Name of the service, in your customers' words:

Who is it for? And who isn't it for, if that helps people decide?

What's included?

What isn't included? This avoids awkward surprises.

How does it work, step by step?

Price, "from" price, or how quotes work:

Two or three questions people often ask, with short answers. Use your list from Step 1.

The next step (button words):

Step 5 – Draft: a services page (continued)

Worked example for Service 1

> **Worked example (Wexley Wash & Trim, made up): Full groom at your door**
>
> **Who it's for:** Dogs who need a full wash, dry and cut, especially those who find salons stressful. It isn't for dogs with severe matting. I'll talk to you first about the kindest option.
>
> **Included:** Warm bath, gentle dry, brush-out, cut to the style you choose, nails, ears and a tidy around the eyes and paws.
>
> **Not included:** Hand stripping (ask me about it separately) or any treatment a vet should do.
>
> **How it works:** 1. Message me with your dog's breed, age and anything I should know. 2. I suggest a time and confirm the price. 3. I park outside and groom your dog in the van. 4. I bring them back to your door and tell you how it went.
>
> **Price:** Small dogs from £[price], medium from £[price], large from £[price]. *(Example business. Put your real prices here, saying whether they include VAT if you're registered.)*
>
> **Questions:** *Do I need to be home?* Yes, to hand your dog over and collect them. *Do you need power or water from my house?* No, the van has its own. *How long does it take?* It depends on your dog's size and coat. I'll give you a guide when you book.
>
> **Button:** Ask about a full groom

Step 5 – Draft: a services page (continued)

Service 2

Name of the service:

Who is it for? And who isn't it for, if that helps people decide?

What's included?

What isn't included? This avoids awkward surprises.

How does it work, step by step?

Price, "from" price, or how quotes work:

Two or three questions people often ask, with short answers. Use your list from Step 1.

The next step (button words):

Step 6 – Draft: your contact page

By the time someone reaches your contact page, they've nearly decided. Make it easy, and tell them what will happen.

How can people reach you? List each way (form, phone, email, and so on) and when each one is best.

What should they tell you, to save time? List the two or three details you always need to know.

What happens after they get in touch, and how quickly will you reply? Only promise a reply time you can keep on your busiest week.

When are you open or available?

Where do you work? Copy this from Step 2.

Your business details. See the small print pointers on the next page for what to include.

> **Worked example (Wexley Wash & Trim, made up)**
>
> **Get in touch about your dog**
>
> The quickest way is the form below. You're also welcome to call or text on [phone number] or email [email address]. I'm often mid-groom, so I may not answer the phone straight away.
>
> To help me reply properly, please tell me: - your dog's breed and age - your postcode - anything that worries your dog, or worries you about grooming
>
> I reply to every message by the end of the next working day, usually sooner. Then we'll find a time that suits you.
>
> **Grooming days:** Tuesday to Saturday. **Area:** Horsforth, Adel, Headingley, Meanwood and nearby.
>
> *Wexley Wash & Trim is a made-up business. Your contact page would show your real business name, address and email address here. See the next page.*

UK small print: what these pages should include

Pointers only, not legal advice. Each line names the official source so you can check how it applies to you.

- **Your business name, the geographic address where you're established, and an email address,** easy to find on your site. The Electronic Commerce Regulations 2002 (regulation 6) list these for anyone providing a service online, plus your Value Added Tax (VAT) number if you're registered and any trade register or professional body details that apply. *Source: legislation.gov.uk, Electronic Commerce (EC Directive) Regulations 2002, regulation 6.*
- **Limited companies:** your registered number, registered office address, where the company is registered (England and Wales, Scotland or Northern Ireland), and the fact that it's a limited company. *Source: GOV.UK, "Running a limited company: signs, stationery and promotional material".*
- **Prices:** say clearly whether they include VAT and any delivery or travel costs. *Source: regulation 6(2) of the same regulations.*
- **A privacy notice** if your contact form or anything else on the site collects people's details. The Information Commissioner's Office (ICO) has a free generator for small businesses. *Source: ICO, "How to write a privacy notice and what goes in it".*
- **Reviews:** use only real reviews from real customers, and say if anyone was given something in return. *Source: Competition and Markets Authority, "Fake reviews" guidance (gov.uk).*

Our free **Go-Live Ready: Website Checklist** covers these, and cookies, in more detail.

Step 7 – Page titles and descriptions

Each page needs a short title (shown in the browser tab and usually as the link in search results) and a one- or two-sentence description (often shown under it). Write them for a person deciding which result to click.

Page	Page title: what this page is, in your customers' words	Description: what they'll find, in one or two sentences
Homepage		
About		
Service 1		
Service 2		
Contact		

> **Worked example (Wexley Wash & Trim, made up), homepage** - **Title:** Mobile Dog Grooming in North Leeds | Wexley Wash & Trim - **Description:** Calm, one-to-one dog grooming in a van outside your home. Covering Horsforth, Adel, Headingley and Meanwood.

Tip: keep titles short enough to read at a glance, because long ones are often cut off in search results. Give every page a different title.

Step 8 – Check: the plain-English pass

Leave your drafts for a day if you can, then come back and go through each page with these questions.

- ☐ **Read it out loud.** Wherever you stumble or run out of breath, split the sentence.
- ☐ **Try the stranger test.** Show the top of your homepage to someone outside your trade for five seconds. Can they tell you what you do and where?
- ☐ **Hunt for jargon.** Circle any word a customer wouldn't use. Swap it for their word from Step 1, or explain it in a few words.
- ☐ **Count your "you"s.** If "we" or "I" far outnumber "you", turn a few sentences round so they're about the reader.
- ☐ **One idea per paragraph.** Short paragraphs are easier to read on a phone.
- ☐ **Check every claim.** Could you back up each one if a customer asked? If not, soften it or take it out.
- ☐ **Look for the next step.** Does every page end by telling people what to do next?

What I changed after the plain-English pass:

Step 9 – Before you publish: page-by-page check

Tick each page off when it's ready.

Check	Home	About	Service 1	Service 2	Contact
Says what you do and where, near the top	☐	☐	☐	☐	☐
Uses your customers' words	☐	☐	☐	☐	☐
Every claim is true and you could prove it	☐	☐	☐	☐	☐
Ends with a clear next step	☐	☐	☐	☐	☐
Has its own page title and description	☐	☐	☐	☐	☐
Proofread by someone else	☐	☐	☐	☐	☐

When your words are in place, our free **Go-Live Ready: Website Checklist** will help you check the rest of the site before it goes live.

Want a second pair of eyes?

If you'd like someone to look over your website, get in touch through the contact page at markdesigns.me and tell us a little about your business.

More plain-English help

Our Digital Brief articles cover page titles, descriptions and other website basics for UK small businesses, in plain English. You'll find them at markdesigns.me. If you'd like new guides as they're published, you're welcome to join our newsletter there. It's entirely optional, and this workbook is yours either way.

The small print

This workbook is general guidance for UK small businesses. It isn't legal advice and doesn't guarantee any result, including more enquiries or search rankings. Wexley Wash & Trim, Jo and every example in this workbook are made up for illustration.

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