

YOUR VOICE, YOUR BRAND

A STEP-BY-STEP GUIDE
TO WRITING YOUR
WEBSITE COPY

by Prayana Design



www.prayanadesign.com

INTRODUCTION

We know writing website copy might seem daunting, but you're here because **you want your website to feel as authentic as you are.**

This guide is designed to make the process easy and enjoyable, like having a friendly conversation over coffee.

By the end, you'll have crafted words that **speak directly to your dream clients and turn them into lifelong fans.**



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ABOUT PRAYANA DESIGN:

PREMIUM, FULL-SERVICE CREATIVE STUDIO,
ROOTED IN PURPOSE AND SOUL.

We are not just an ordinary design studio. We are passionate about making an impact and most of all we want to help you make an impact. Bringing across your vision and message in an authentic, meaningful yet powerful way.

With 15+ years of design experience, I represent entrepreneurs like you who are changing the world.

For the last 8+ years, I have immersed myself in the world of self-development, mindfulness, and natural healing. Tantra, conscious parenting, and soulful entrepreneurship.

As an intuitive being, this has given me the perfect toolkit for helping clients in the coaching and wellness field as I know it inside out. My mission is to elevate fellow soul-preneurs' businesses to the next level. To help them stand out from the crowd while aligning with their mission and vision and attracting their dream clients.

x Jessica



STEP 1: UNDERSTANDING YOUR BRAND VOICE

Your Voice, Your Power!

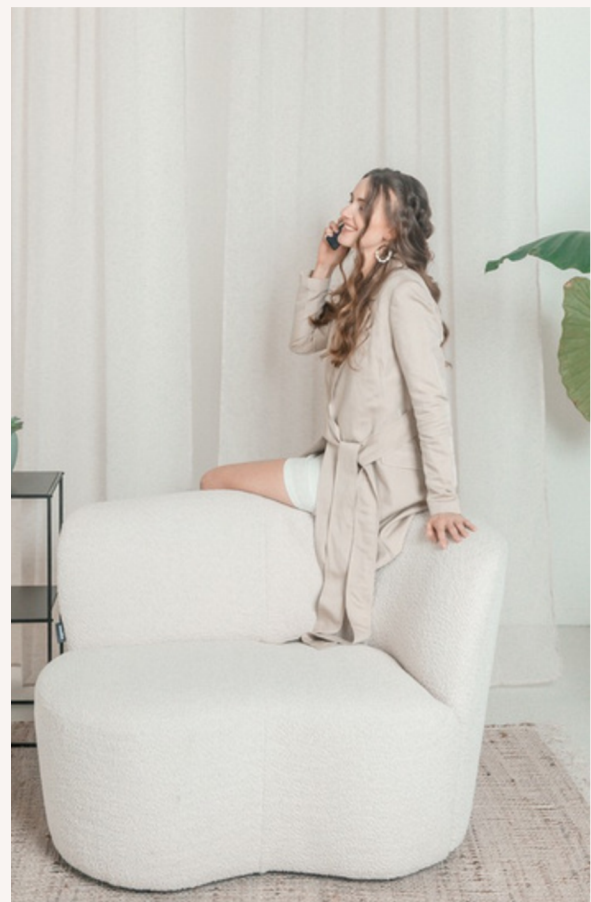


Think of your brand voice as the personality behind your words. It's the vibe that people feel when they land on your site. Are you calm and serene, or bold and daring? Let's dive into discovering your unique tone.

Action Checklist:

- Think about three words that capture your brand's personality. (Are you gentle, playful, empowering?)
- Feel how you want visitors to experience your brand. Warm and cozy? Inspiring and uplifting?
- Spy on a few competitor sites to get ideas about what resonates with you.

Pro Tip: Start writing as if you're talking to your ideal client. This will help keep things natural and true to you.



STEP 2:

YOUR HOME PAGE: MAKING A STRONG FIRST IMPRESSION

The First Hello



Your homepage is like your first hello, so let's make it count! You want people to feel welcome, understand what you're all about, and know what to do next. Keep it simple, yet irresistible.

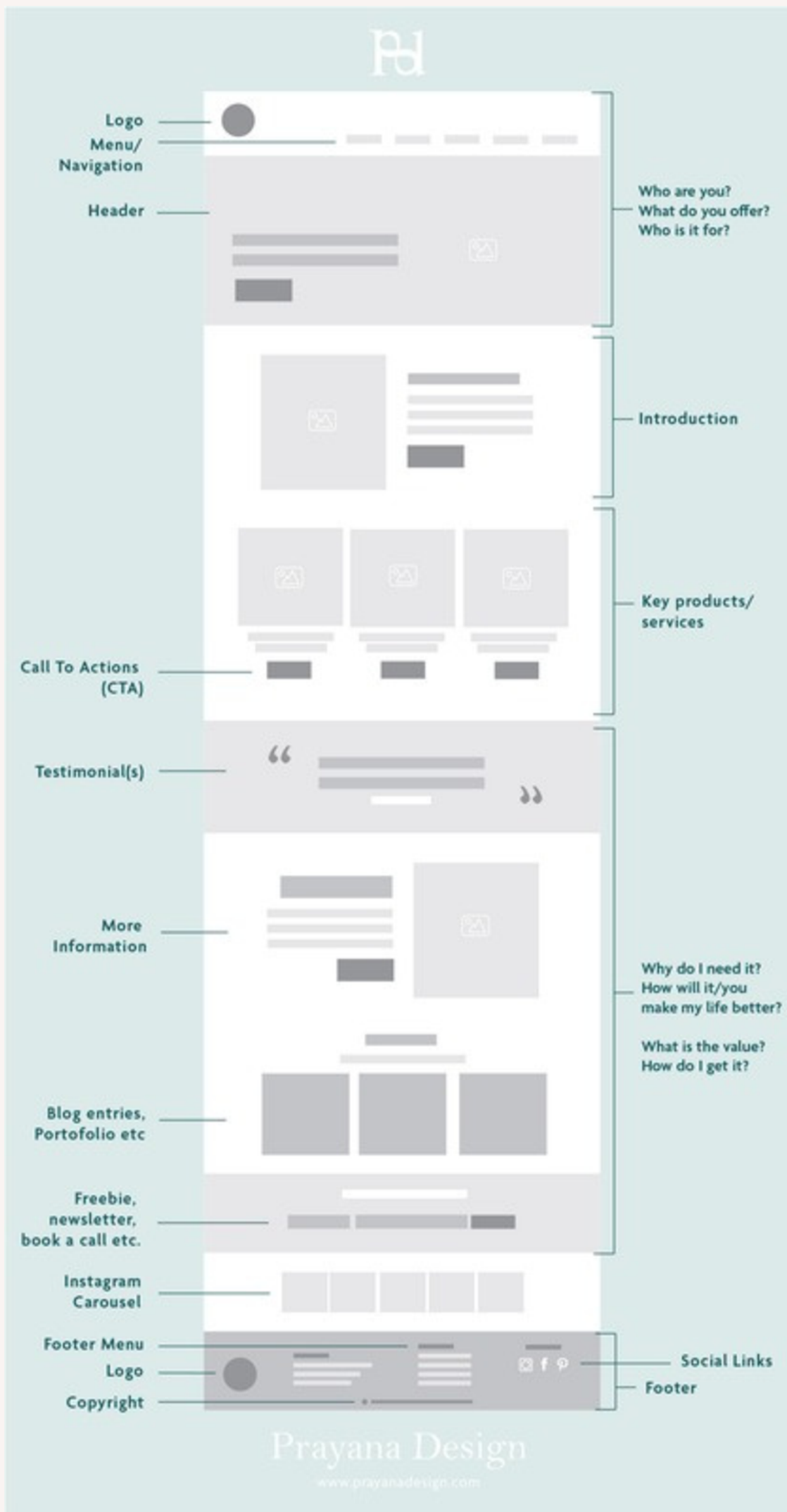
Action Checklist:

- Craft a headline that grabs attention
- (Think: "Helping You Reclaim Your Energy and Joy").
- Explain what you offer in one or two sentences.
- Think of this as your "big promise."
- End with a call to action like, "Discover More" or "Let's Chat!"

Tips:

- Stay true to you. No need to sound fancy if that's not your style.
- Make it easy to read. Avoid long blocks of text and keep it skimmable.

**Your homepage is a love letter to your visitors.
Keep it warm, welcoming, and focused.**



The Ideal Homepage Structure

1. A Strong, Captivating Headline

Your headline is the very first thing people see so make it clear, concise, and captivating. Think of it as your brand's elevator pitch.

Examples:

- “Helping You Find Balance and Joy Through Mindful Design”
- “Empowering Women to Thrive with Energetic Healing and Clarity”

Pro Tip: Pair your headline with a stunning image or video that reflects your brand's vibe.

2. A Short Introduction (with CTA to the About Page)

Write 2–3 sentences that quickly explain who you are, what you do, and why it matters. Then, invite visitors to learn more.

Example:

- “Hi, I’m [Your Name]! I help soulful entrepreneurs like you build beautiful, authentic brands that attract your dream clients. Want to know more about my journey? [Read My Story]!”

3. A Preview of Your Offerings (with CTAs)

Highlight your main services or products, with a brief description for each and a link to learn more. This gives visitors a clear idea of what you can do for them.

Example:

- “Branding & Design Packages: Transform your online presence into something that feels uniquely you. [Discover More].”
- “Website Overhaul: Give your site a fresh, modern look that attracts your ideal clients. [Learn More].”

4. Social Proof: A Testimonial Feature

Add 1–2 standout client testimonials to show visitors that you deliver results.

Example:

- “Working with [Your Name] was a game-changer. My website finally feels like it represents me and my bookings have doubled!”
- Include a photo or name (with permission) to make it more credible.

5. Engage with a Freebie or Newsletter Sign-Up

A free resource is a great way to connect with your audience and build your email list. Offer something valuable, like a checklist, guide, or mini-course.

Example:

- “Free Guide: 10 Steps to Crafting Your Authentic Brand Voice. [Download Now].”
- Add a sign-up form that’s easy to spot but not intrusive.

6. A Blog or Resource Preview

If you have a blog, feature 1–2 recent posts with eye-catching titles and a CTA to explore further.

Example:

- “Feeling stuck in your branding? Read our latest post: ‘How to Clarify Your Brand Voice.’ [Read More].”

7. Wrap It Up with a Call to Action

- End your homepage with a bold, unmissable CTA. Think of it as a gentle nudge that tells visitors exactly what to do next.

Examples:

- “Ready to Transform Your Brand? [Let’s Chat!]”
- “Start Your Journey Today. [Contact Me].”

Tips for a Homepage That Works

- Keep It Clean: Use plenty of white space and simple, elegant visuals. Less is more!
- Prioritise Mobile Design: Most visitors will view your site on their phone. Make sure it looks great and loads quickly.
- Speak to Your Audience: Use language that feels warm, conversational, and aligned with their needs.

Your homepage is the gateway to your brand, let it tell a story, invite exploration, and guide visitors toward taking the next step with you.



STEP 3:

ABOUT PAGE: SHARE YOUR STORY TO INSPIRE AND BUILD TRUST



Show Your Journey, Inspire Their Possibility

Your about page isn't just about you; it's where you show potential clients that your journey can become their journey too. This is where you bring your audience into your story, making them feel that they, too, can reach the results you've achieved.

Action Checklist:

- Start with your why: Explain what drives you, focusing on why you're passionate about helping others.
- Share your journey: Tell your story in a way that your audience can see themselves in and show them that you understand where they are now because you've been there or helped others get through it.
- Highlight your expertise: Briefly describe your background, key credentials, and any unique experience that sets you apart.
- Wrap it up with a vision: End with a hopeful note about what's possible for them if they work with you.

Tips:

- Be relatable but credible: Use a warm tone but stay professional, emphasizing that your experience makes you the best guide for their journey.
- Balance personal and professional: Clients want to know both your story and why they can trust your expertise.

Think of the About page as a way to say, "I've walked this path, and I'm here to help you do the same, because it's possible for you, too."

STEP 4:

SERVICES PAGE: CLARIFYING WHAT YOU OFFER



Making Your Magic Clear

Your Services page is the part where you get to spell out exactly what you offer. This is your chance to share your expertise, and help visitors see exactly how you can help them achieve their goals.

Action Checklist:

- List each service with a brief description (one to three sentences).
- Include benefits that clients will experience. Think transformation, not just features!
- Add a call to action like “Book a Free Discovery Call” to encourage the next step.

Tips:

- Keep it simple and conversational.
- Focus on what clients gain from each service, rather than technical details.

Think of this page as your “what’s possible” showcase. You’re not just listing services, you’re inviting clients to experience something life-changing.

STEP 5:

TESTIMONIALS & SOCIAL PROOF: BUILDING CREDIBILITY



Let Others Sing Your Praises

Nothing speaks louder than the words of happy clients! Your Testimonials page should be a collection of love notes from those you've helped. These stories will build trust and show new clients what's possible.

Action Checklist:

- Gather 3-5 testimonials that highlight specific results.
- Place them strategically on your site (homepage, services, etc.) to reinforce credibility.
- If you're just starting, create a "Why Choose Me" section with your core values or client benefits.

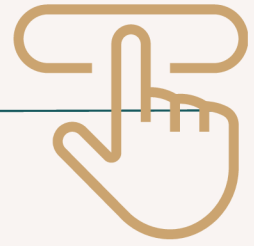
Tips:

- Cap longer testimonials to keep them brief and focused on specific outcomes.
- Display clients' names and photos if you have their consent to do so.

This section is like a "trust bridge", a little proof that you're the real deal.

STEP 6:

CRAFTING EFFECTIVE CALLS TO ACTION



The Power of Invitation

Every page on your site should have a purpose and an invitation to take the next step. Think of your Call to Action (CTA) as a gentle nudge that guides visitors toward working with you.

Action Checklist:

- Choose one primary CTA (e.g., “Contact Me,” “Book a Session”).
- Add one or two supporting CTAs on each page, and make sure they’re easy to spot.
- Use friendly, action-oriented language that inspires action.

Tips:

- Be specific with your language: “Let’s Start Your Journey” or “Get Your Free Guide.”
- Place CTAs where they feel natural and help guide visitors.

Your CTAs are like friendly guideposts, gently inviting people to explore more of what you offer.



STEP 7: REVIEWING AND POLISHING YOUR COPY



Shine and Polish

Now that you've written your copy, it's time to give it a final polish. A few tweaks can make your words feel professional, clear, and easy to read.

Action Checklist:

- Read each section aloud, if it sounds awkward, tweak it.
- Check spelling, grammar, and punctuation, that's Important!
- Ask a friend or colleague for feedback, they'll catch what you might miss.

Tips:

- Keep sentences short and punchy.
- Cut out any fluff, if a sentence doesn't add value, trim it.
- As a general rule, stick to less is more!

Your copy should feel like a reflection of you at your best, warm, polished, and inviting.



STEP 8:

THE SEO BASICS YOU NEED TO KNOW



Make your website work smarter, not harder

Your beautiful website deserves to be seen, but how do you ensure the right people find it? That's where SEO (Search Engine Optimisation) comes in. This chapter covers the essentials to get started with SEO and implement it effectively across your website.

What Is SEO and Why Does It Matter?

SEO is all about making your website easy to find on search engines like Google. By optimising your site's content, structure, and keywords, you can attract your dream clients without spending a fortune on ads.

Key SEO Elements for Your Website

1. Researching Keywords

- Find the words and phrases your audience is searching for. Tools like Semrush, Google Keyword Planner or Ubersuggest can help.
- Focus on long-tail keywords (e.g., “affordable branding services for coaches”), they're specific and less competitive.

2. Writing SEO-Friendly Copy

- Use keywords naturally throughout your content (but avoid overstuffing).
- Include keywords in key places: headlines, subheadings, the first paragraph, and meta descriptions.

3. Optimising Your Page Titles and Meta Descriptions

- Page titles should be concise, include your main keyword, and be under 60 characters.
- Meta descriptions (what shows up in Google results) should be engaging and under 160 characters.

4. Using Alt Text for Images

- Every image on your website should have a descriptive alt text that includes relevant keywords. This helps with SEO and improves accessibility.

5. Building Internal Links

- Link to other pages on your website to guide visitors and help search engines understand your site's structure.

6. Focus on Page Speed and Mobile Optimisation

- A slow-loading website can hurt your ranking. Use tools like Google PageSpeed Insights and GT metrics to identify and fix issues.
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How to Integrate SEO into Your Content

- Homepage: Use your most important keyword in the headline, meta title, and opening paragraph.
- Service Pages: Optimize for specific keywords related to each offering.
- Blog Posts: Write content that answers common questions your audience is searching for.



When to Seek SEO Help

While you can handle some aspects of SEO on your own, working with an expert can help you unlock your website's full potential. A professional can:

- Conduct in-depth keyword research.
- Create a content strategy tailored to your audience.
- Optimise technical aspects like site speed and schema markup.

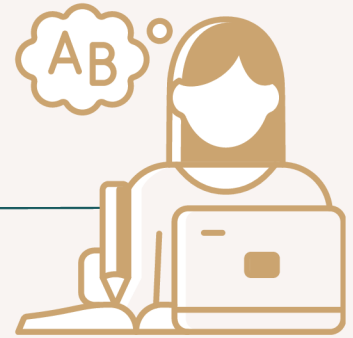
By incorporating SEO best practices into your website, you'll not only attract more visitors but also ensure they're the right visitors, those who resonate with your message and are ready to take action.

Need help? We offer packages to implement SEO on your website. Feel free to reach out!



STEP 9:

WHEN TO HIRE AN SEO COPYWRITER AND HOW TO WORK TOGETHER SUCCESSFULLY



Team Up for Words That Work

Sometimes, writing your own copy can feel overwhelming, or you might realise it's time to bring in an expert to elevate your words to the next level. Hiring a professional (SEO) copywriter can save you time, reduce stress, and ensure your website is optimised to attract your dream clients.

When Should You Hire a Copywriter?

Ask yourself these questions:

- Do you feel stuck or unsure about how to express your brand's message clearly?
- Are you too busy running your business to dedicate time to writing?
- Do you need help creating copy that ranks well on Google (SEO)?
- Do you want polished, professional content that's proven to convert?

If you answered yes to any of these, it's time to consider hiring a copywriter.

How to Choose the Right Copywriter

Finding someone who understands your vision is key. Here's how to choose wisely:

- Look for someone with experience in your industry or with similar clients.
- Check out their portfolio to see if their tone and style match your needs.
- Ask about their process, do they focus on understanding your brand and audience?
- Ensure they have SEO skills if you want your website to rank higher on search engines.

Tips for Working with a Copywriter

- To get the best results, teamwork is essential!
- Be clear about your goals: Share what you want your website to achieve. (e.g., “Attract more inquiries” or “Showcase my expertise.”)
- Provide resources: Share your brand guidelines, past content, or anything else that can help them understand your voice.
- Give constructive feedback: Let them know what resonates and what doesn't, so they can refine the copy.
- Stay involved: While the copywriter takes the lead, your input is crucial to ensuring the words feel like you.

Pro Tip: Budget for Success

Remember, great copy is an investment in your business. Be realistic about your budget and treat it as an essential part of your online presence.



CONCLUSION



Your brand, your words, your way.

Congratulations! You've taken the first step in creating website copy that speaks to your audience, reflects your brand, and inspires action. Whether you're crafting it all yourself or deciding to bring in a professional, you're on the path to building a website that truly works for you.

Feeling stuck or have questions about your next steps? At Prayana Design, we specialise in creating websites that shine, whether you need help writing, designing, or both!

Let's chat! Reach out to us at info@prayanadesign.com and let's explore how we can help you bring your vision to life.

Your dream clients are waiting, let's make sure your website speaks their language!

