EASY WEB CONTENT CHECKLIST
Get started on your new, client-friendly website

WITH THIS HANDOUT YOU CAN:

Create comprehensive website content

Prepare a draft of your website texts

Check your current content against it

FEEL FREE TO MIX AND MATCH

Whether you're writing content for the first time or just upgrading your current website, we have prepared a list of recommended website sections that can improve your customer experience. You can pick and mix and set them up in the preferred order, however, we have grouped them for you to ensure the most complete customer journey.

⊘ HOMEPAGE

- Language pair and profession - who are you?
- Short bio - 2 - 3 sentences summarising the essence of who you are professionally
- Selection of services provided
- Specialisations and examples of documents translated / assignments
- Clear contact information displayed in visible places
- Memberships and organisation logos (if available) - boosts your credibility!
- All of the above sections linked to their respective subpages
- Short marketing pitch - why should they choose you over someone else?

TIP: Make your tone of voice client-friendly and speak directly towards them - it's not about you, it's about how you can help your clients!

PROFILE

- Key facts & achievements & memberships
- Short bio, qualifications & education
- Professional photo
- Why should clients choose you? What makes you a good choice for their assignment?
- Voice samples (interpreting)

SERVICES

- This can either be a structured one-page with short descriptions, targeted towards the client (how can you help to solve their problems?), or split into subpages for each service
- Your translation process / tools used
- Location, availability & willingness to travel (interpreting)

SPECIALISATIONS

- More thorough description of your specialisations
- Types of documents translated for each specialisation
- Recent project examples /assignments
- Why are you the specialist in those areas?

PORTFOLIO

- Recent projects / achievements / testimonials
- Photos and videos from assignments

RATES / T&C's

- All the legal stuff your clients should know
- Can you give an approximate idea of how much an example project could cost?
- Currency & types of payments accepted
- Terms of payment; any rush fees?
- Terms of cooperation
- Terms of website usage & cookie notice (new page)

CONTACT

- Contact details
- Links to social profiles
- Contact form
- Invitation to contact (be friendly!)
- Time zone
- Estimated reply time

Have a good time creating your effective website presence!

Any questions? Just ask! @wwforxl8 | meg@websitesfortranslators.co.uk