

# Website Messaging Template

**Craft Strategic  
Messages for  
Stronger Lead  
Conversions**



It takes research and forethought to establish the tone, messaging, and vernacular to use on your company website that will successfully garner sales leads. A strategic messaging exercise as outlined in this document will help you define your audience and craft messages that will resonate with them.

## Have a plan

Before building or refreshing a website, you need to establish each website page's purpose. We have an outline and template that guides you through a two-phase process.

### Phase 1

Phase 1 is the discovery phase.

You need to ask thorough questions, including:

- Who is a particular webpage for?
  - Is the content meant for the top, middle, or bottom level in the [sales funnel](#)?
- What is the problem you are trying to solve?
- What are you trying to communicate?
- What is the desired outcome?
- What are the CTAs (call to actions)?

Answering these questions ensures your messaging is focused and that everyone on your marketing and sales teams are on the "same page". You will repeat this discovery on a per-page basis, thoroughly identifying your target audience and message for each and every website page.

With page plans mapped out using the template below, you are now ready to investigate what to say to achieve a page's objective.

You can now establish:

- If the keywords you are considering are likely to perform well (Please see our post [Identifying and Isolating Target Keywords](#) for tips!)
- How your competitors are talking about some of these same ideas
- How your potential customers are responding to messaging

## Phase 2

Phase 2 is the writing phase where you will define page and URL titles, draft meta descriptions, determine how page copy will flow, and generate the full text.

Why do all this outlining for each website page?

Two key reasons:

1. You want Google to suggest your pages to people searching for answers to the problems you can solve.
2. Your investors and prospective customers are often checking out your website before they talk to you or your sales team.

Creating [content for Google](#) takes time. You want to invest the time to research things like keywords and website "tricks" that make you stand out to Google so it will rank your website well. Living on Page 2 of Google (or beyond) will not help you capture business. And in terms of your investors and future customers, when they come to your site to investigate you, you need to stand out, capture their imagination, use the right terminology, and tell the best stories, or they are just going to click away. Lead lost.

## Getting Started

The next page shows a Website Outline, which lists the key website pages you should plan for, including:

- Home page
- Who We Help page
- Product/Service Features page
- Solutions page (optional)
- Resources page
- Pricing page (optional)
- About page
- Contact page

There is also a Website Timeline giving an estimate on how long the overall process should take from planning to going live with your new website.

# Summary

## Website Outline ~15 to 20 pages

- Home - Complete story
- Who We Help
  - Persona 1
  - Persona 2
- Product/Service Features
  - Feature 1
  - Feature 2
  - Feature 3
- Solutions (optional)
  - Solution 1
  - Solution 2
- Resources
  - Blog
  - White Papers
  - Case Studies
  - Videos
- Pricing (optional)
- About
  - About
  - Press
  - Team
- Contact Us

## Website Timeline - Two to Three Months

- Strategy - 1-2 weeks
- Content - 2-4 weeks
- Build - 3-5 weeks
- Tidy Up, QA, Go Live - 1-2 weeks



# Website Messaging Template

## Home Page

Phase 1 - Overall		Review Date:
Top Level Menu	None	
Menu Item	None	
Keywords		
Intention of this page		
Who is the page for (persona)		
Problem we are solving		
What are we trying to communicate		
Outcome we are trying to Achieve		
Call(s) to Action		
Call(s) to Action		
Call(s) to Action		
Phase 2 - Page Copy		Review Date:
Meta Data		
Page Title (50-60 chars)		
Page URL (50-60 chars) match to title, use "-" for space		
Meta Description (50-150 chars)		
Banner		

Banner h1 Title 20-70 chars	
Banner Copy 270 chars	
Who We Help Header	
Product Brands	
Retailers	
Retail Store Associates	
Header - section	
H2 Header 50 chars	
H3 Header 70 chars	
Body Copy / 3 bullets (620 chars)	
Section 2	
H2 Header 50 chars	
H3 Header 70 chars	
Body Copy / 3 bullets (620 chars)	
Section 3	
H2 Header 50 chars	
H3 Header 70 chars	
Body Copy / 3 bullets (620 chars)	
Section 4	
H2 Header 50 chars	
H3 Header 70 chars	
Body Copy / 3 bullets (620 chars)	

Section 5	
H2 Header 50 chars	
H3 Header 70 chars	
Body Copy / 3 bullets (620 chars)	
Footer	
H2 Header 50 chars	
H3 Header 70 chars	
Body Copy / 3 bullets (620 chars)	

Continue Mapping

Continue to map out each website page's messaging in this way. When you have completed the writing-the-content Phase 2 stage, you are ready to start building purposeful website pages!


# B2B HubSpot Agency, Laser-Focused On SMB & SaaS

## About Orange Marketing

Orange Marketing helps B2B companies and nonprofits succeed with HubSpot by offering implementation, optimization, and operational support across all Hubs: Sales, Marketing, Service (Help Desk), and CMS (Website).



## Achievements & Recognition

-  115+ 5-Star [HubSpot Reviews](#)
-  [Women-owned business \(WBENC certified\)](#)
-  [HubSpot Data Migration Accredited](#)
-  [HubSpot Onboarding Accredited](#)
-  HubSpot [Marketing Impact Award](#) winner
-  Hold all [42 HubSpot certifications](#)



## Expertise

- ☆ **Marketing Services** – Email marketing, content creation, customer marketing, full inbound and outbound marketing services, SEO, social media, conversational marketing, landing pages
- ☆ **Paid Media Management** – Google, Bing, LinkedIn
- ☆ **Sales Services** – Sales coaching & training, CRM migration, sales and marketing alignment, CRM implementation, sales enablement
- ☆ **Website Services** – Quick and easy HubSpot CMS website migrations, builds & updates
- ☆ **Customer Success Services** – Ticketing system implementation, knowledge base development, customer success training, help desk implementation

Visit us at [www.orangemarketing.com](http://www.orangemarketing.com)

Read our blog at [blog.orangemarketing.com](http://blog.orangemarketing.com)

Drop us a line a [www.orangemarketing.com/talk-to-us](http://www.orangemarketing.com/talk-to-us)