

## Website Content Planning Guide

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### Step-by-Step Content Planning

1. Homepage: Define key messages, brand slogan, and main call-to-action.
  - What do you want visitors to know immediately? Example: "Shop Now," "Learn More."
2. About Page: Write 2-3 sentences describing your business's mission, values, and story.
3. Product/Service Pages: List products/services with a brief benefit-focused description.

#### Checklist:

- Homepage Content (Clear, Engaging)
- About Section (Mission, Values)
- Product/Service Descriptions (Benefits, Call-to-Action)