

## Quick Content Writing Checklist

Writing content for your website doesn't have to be complicated. The key is creating clear, engaging, and easy-to-read website content that speaks to your audience. Instead of long blocks of text, use **headings, FAQs, lists, images, and calls to action** to keep visitors interested and guide them toward the next step. When writing content for your website, keep it **clear, simple, and structured**.

### **Structure**

- Use headings & subheadings (H2/H3)
- Break content into short paragraphs (2–3 sentences max)
- Organize info with bullets or numbered lists

### **Formatting Ideas**

- Turn long text into FAQs or toggles
- Use content boxes with images or icons
- Add pull quotes or highlights for key points
- Use comparison tables for packages/pricing
- Separate sections with background colors

### **Engagement Boosters**

- Include stats or quick facts in boxes
- Add testimonials/reviews for trust
- Use icons for visual cues
- Embed videos or large images to break up text
- Use tabs for organizing categories

### **Always End With a CTA**

Make it clear what visitors should do next:

 Call, schedule, request a quote, or buy now.

 **Tip:** Think **brochure-style**—structured and easy to scan, not long essays.