

Words People Read.SM



Website Content Package

\$600

You want website content that expresses **your competitive uniqueness** – what sets you apart from the competition – and uses key words and phrases to enhance your web visibility.

At AllWrite Ink we write *Words People Read*SM utilizing the key words and phrases your prospect is searching. We'll uncover your prospect's "pain" and communicate the solutions you offer.

Web Content Package includes:

- Consultation with your designated team members using the [AllWrite Ink Web Content Survey Form](#) to determine for each web page:
 - Key messaging
 - Key words and phrases
 - Number of desired words
 - Action you want the reader to take
- Review of existing marketing materials and website (if applicable)
- Research of competition – names provided by you
- Draft and one revision of:
 - Primary Landing Page (Home Page)
 - About Us Page
 - Contact Us Page
 - 2 additional pages that you determine
- Content will include:
 - Customer provided key words and phrases
 - Your unique message
 - Solution oriented content

Additional Products:

- Additional web page content
- Blog - from start to finish
- Catalogue descriptors
- Monthly e-zine includes:
 - Interviews of key executives
 - Writing of articles
 - Editing of customer provided articles
 - Artwork provided by customer
 - Need art? We'll be happy to find some

**We'll work
directly with your
web
developer.**

Don't have one?

Call us!

**We'll create a
complete website
for your business.**

Some of the Websites written by AllWrite Ink

www.whetstonegroup.com
www.aultcare.com
www.bsecu.org
www.bcsipr.com
www.recuperolaw.com
www.settek.com
www.aluminumfencefactory.com
www.business.kent.edu/cebi/
www.accelsalespartners.com
www.josephajeffries.com
www.uakron.edu/research/archangels/index3.php

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