Homepage Content Planner

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Your homepage is your digital front door. This planner helps you work out what to say, how to say it and where it all goes, before you build anything. It's about the words, not the design, so it works on any platform.

It goes with my free video, 3 Foundations for Your Doula Website, and follows the same three steps:

1. Say what they've already told you (about 20 minutes)
2. Sound like you (about 15 minutes)
3. Structure the journey (about 20 minutes)

Work through it in order and fill in the boxes as you go. A messy first draft is the goal, so don't aim for perfect.

Part 1: Say what they've already told you

Your clients have probably already told you what to put on your homepage. This is where you find it.

Gather 5 to 10 sources: testimonials, enquiry emails, messages from past clients, notes from discovery calls, and questions people ask you in local groups or at drop-ins.

Highlight their actual words, not your summary. If someone wrote "I just wanted someone who wouldn't make me feel silly for asking", copy it exactly like that.

Their words (exactly as written)	What they were worried about or hoping for

Now look for repeats. What keeps coming up? It might be a word, a feeling or a situation. Most people find two or three.

What keeps coming up
Pattern 1:
Pattern 2:
Pattern 3:

The situation I'm best for. Write it as a situation, not a demographic. "Someone who had a hard first birth and wants to feel in control this time" tells you far more than an age or a job.

My answer

A quick check: are you defining people by their situation and needs, not their income or lifestyle? Ask yourself, "Am I assuming a particular background here?"

Part 2: Decide the journey

Before you write a word of your homepage, decide what you want someone to do next.

Primary goal: what's the one thing you most want visitors to do? Pick one.

- Book a connection call
- Learn about my services
- Join my email list
- Download a free resource
- Other

	My answer
Primary goal	
Backup goal	

What someone needs to know when they land:

- Who you are
- Where you are
- What you do (briefly)

- How to get in touch

Map the journey. What gets someone from landing on your homepage to your main goal? For example: Homepage → Services → Book a call.

My journey			
Homepage	→	→	→

Your menu. Keep it simple, with a maximum of 4 items, in order of importance from left to right. Contact or book a call goes on the far right. You don't need a Home link, because people expect the logo to take them back to the home page.

Use clear, expected names such as "Doula Services", "About", "Contact", "Blog" or "Resources". Avoid creative names like "The Journey" or "Sacred Space", because people won't know what's behind them.

Menu item	Name
1	
2	
3	
4	

Part 3: Plan each section

Your homepage needs to do three things: show someone within a few seconds that you're a doula or birthworker, point them to their next step, and help them trust you. Plan each section below, using the words you found in Part 1.

1. The top of the page

Headline formula: what you do or how you make people feel, plus who you serve (if it's more specific than general pregnancy or new parenthood), plus where you are or what's unique.

Examples:

- "Birth support for first-time parents in North London"
- "Compassionate postnatal doula for neurodivergent families"
- "Confident, calm new parenting starts here. Postnatal doula in Ham"

Tip: if your clients keep saying the same thing, say it back to them. One doula's testimonials all said she made them feel confident in their own ability, so her headline became "Confidence-boosting postnatal support". It says what she does and what they need, right on the tin.

	Example	Yours
Headline	Birth support for first-time parents in North London	
Subheadline (2 to 3 sentences on how you help and what makes you different)	Supporting your natural birthing wisdom through no-fluff antenatal prep, advocacy and labour comforts.	
Where you are	Serving families in Harrow, Hillingdon, Brent and beyond	
Button (action-oriented, and your #1 goal)	Schedule connection call	

2. A short introduction to you

Two or three sentences that give people a taste of who you are. The formula: your background, plus your approach, plus what worry of theirs you can help with.

Example: "I'm a birth and postnatal doula and mother of three, and I believe every family deserves compassionate, tailored support in their home. If you're even a little bit stressed or uncertain in the middle of the night or in your appointments, my calm presence and advocacy skills help you feel confident."

My introduction

3. Services preview

This is a preview, so keep it short. Show your two or three main services with a line each.

Service	Who it's for	Key benefit	Button
Example: Caesarean birth doula	Mums facing an unexpected planned caesarean	It wasn't in your plan, but meeting your baby can still be the moment you long for	Let's talk

4. Social proof

Testimonials are the most powerful type of proof. Aim for two or three strong ones, not lots of weak ones. Use full names where you can (with permission), and choose testimonials that describe what it was like to work with you. You've probably just highlighted some in Part 1.

Testimonial	Name
1	
2	
3 (optional)	

Part 4: Sound like you

This is where your homepage stops sounding like everyone else's.

Find your "I can't say that, can I?!" line. Think of something you'd happily say to a client, a friend or a mum at the school gates, but you've talked yourself out of writing down. It might be a joke, an opinion or just a way of putting something. If you'd say it to a pregnant mum at the school gates, you can say it on your site.

	My answer
My "I can't say that" line	
Where it's going on my homepage	

Say it out loud. Record a voice note answering "why do I do this work?" as if you're talking to a friend. Listen back and write down the phrases that sound most like you.

A few things that help:

- Use "I've" and "I'm" instead of "I have" and "I am"
- Start sentences with "but" if you like
- Keep it short and coherent
- Swear only if that's really you

Then read your whole page aloud. Anywhere you stumble, or anywhere you'd never say it to a real person, edit it.

Final check

Go back through your draft and ask yourself:

- Within a few seconds, can someone tell who I am, where I am, what I do and how to get in touch?
- Have I used my clients' own words somewhere on the first screen?
- Is there one clear main button?
- Does it sound like me, and is my "I can't say that" line in?
- Does everything on the page earn its place? If it isn't helping someone take the next step, cut it.

Woohoo, well done! Getting started is always the hardest bit. Hit reply to the email this came in and tell me how you got on, because I'd love to hear.

If you want another freebie that builds on this one go grab my free SEO guide for UK doulas covers where to put your keywords.

If you'd like to build the whole website with support, I run the Doula Website Circle three times a year. No pressure at all, I hope this planner was useful either way!