



Website Content Workbook

The Website Content Workbook is an optional place to organize, format, and receive input on your website content as you prepare to add it to your website.

Develop your content inside this workbook to have input, track changes, and be prepared to insert the final copy into your website pages. Edits here are *instantly saved* and viewable by anyone with the link. This means you can get real-time input and you don't need to worry about losing your work.

This might be easy or complicated for you. Either way, please reach out if you get stuck or have any questions. *Remember the goal is to 🌱 complete version one.*

To Do

- ☐ **Step 1:** [Watch the Document Tutorial](#)
- ☐ **Step 2:** Add your website outline below
- ☐ **Step 3:** Add all the pages for your website to the sections below (copy paste as needed)
- ☐ **Step 4:** Share and [use comments](#) to open a conversation and get input on specific items

 **Shared Folder** (for images and other files):

While you can add images to this document, it doesn't work as a place to collect original files. Instead, you can add a link to a shared folder.

- [add link to media folder here]

Website Outline

Copy and paste your website outline here ↓

- ☐ Home
- ☐ About
- ☐ Services
- ☐ Contact
- ☐ Join

Home

Page Title:	
Main Takeaway What is the core message you want to communicate here?	•
Page Sections What questions will readers need answered?	• ○ • ○
Media Please describe and add links if possible.	•
Call to Action What do you want readers to do on this page?	•
Other Ideas (features, etc...) What features does this page need?	•

Home – Content

Add your draft copy here using headings to define each section ↓

[Page Title] - Planning

Page Title:	
Main Takeaway What is the core message you want to communicate here?	•
Page Sections What questions will readers need answered?	• ○ • ○
Media Please describe and add links if possible.	•
Call to Action What do you want readers to do on this page?	•
Other Ideas (features, etc...) What features does this page need?	•

[Page Title] – Content

Add your draft copy here using headings to define each section ↓

[Page Title] - Planning

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[Page Title] – Content

Add your draft copy here using headings to define each section ↓

★ Example #1 - Service Provider

→ [See Example Outlines here](#)

Home Page - Planning

Page Title:	Home
Main Takeaway What is the core message you want to communicate here?	Example • For people to know they are in the right place • For readers to be curious to explore other sections of the website • To communicate my core value
Page Sections What questions will readers need answered?	Example: 1. Welcome statement ○ What is the value and offer on this website? i. Book a call 2. Visual menu of offerings ○ What does this website offer? ○ Who is it for? ○ What are each of the offers? 3. Short introduction “about me” with link to about page ○ How did you get started with this? ○ Who do you typically work with? ○ How do we work together? 4. Newsletter signup and offer
Media	Examples

Please describe and add links if possible.	• Background image of a forest • Portrait photo of me (dark one) • Illustration of website project • Background Texture, rice
Call to Action What do you want readers to do on this page?	Example • Website planning worksheet • View our portfolio
Other Ideas: And what else?	

★ Example #2 - Gwyn Wansbrough

Home Page - Planning

<https://www.gwynwansbrough.com/>

Page Title:	Home
Main Takeaway What is the core message you want to communicate here?	Example • I want people to know they are in the right place • I want readers to be curious to explore other sections of the website • I want to communicate my core value of my service
Page Sections What questions will readers need answered?	Example: 1. Hero a. What is the promise or value proposition? i. "Transform your online sessions from exhausting to empowering." b. What is the first step to connecting with me? i. Join my weekly newsletter 2. Logo Grid a. Trusted by [logo grid] 3. Short Introduction "About Me" with link to About Page a. Who am I and what qualifies me for this topic? b. What's my mission? c. What's the solution? 4. Visual menu of offerings a. Free offer i. The Quest Weekly Newsletter b. Flagship offer i. 5-week Live Online Course c. Signature offer i. Custom Team Training 5. Testimonials from clients/students a. Who has benefited from my work? 6. Newsletter Signup and Offer a. What type of content?

	i. Links to recent issues of newsletter b. What information do you need from me? i. Subscribe form c. Who are the subscribers? i. Testimonial about the newsletter
Media Please describe and add links if possible.	Examples • A portrait photo for the welcome section • Logo grid showcasing trusted brands • Profile images for testimonials
Call to Action What do you want readers to do on this page?	Example • Subscribe to "The Quest" newsletter. • Learn more about the "5-week Live Online Course." • Schedule a free 15-minute zero commitment call for Custom Team Training.
Other Ideas: And what else?	• Use emoji to have a fun vibe

Home Page - Content

Transform your online sessions from exhausting to empowering

Subscribe to my free weekly newsletter The Quest. Every Monday, you'll get actionable insights and tips for designing and leading exceptional online experiences that your audiences will love.

[Subscribe Form]

"Gwyn's emails are pure gold. I look forward to getting the weekly insights & tips I can bring into my online sessions." ~ Ryan Clover

Trusted by:
[Logo grid]

 Hi, I'm Gwyn

I'm an online facilitator, learning experience designer, and someone who's spent thousands of hours on Zoom. Literally!

My mission is to help you design & lead live online workshops and meetings that are energizing and empowering. I do that through live online training, coaching, and consulting.

I've worked with people leaders across industries on just about every continent. And I've learned that the secret to engaging online sessions comes down to this: they need to be designed and led specifically for the way we interact in the virtual space.

[→ Read more](#)

3 Different Ways I Can Help You

1. The Quest Weekly Newsletter

Every Monday, you'll get actionable insights and tips to help you design and lead exceptional online experiences that engage your group and get better results.

Subscribe

2. 5-week Live Online Course

The Breakthrough Facilitation course gives you tools, personalized feedback, and a proven framework for designing and leading high-engagement live sessions.

Learn More

3. Custom Team Training

Interested in 1:1 coaching or customized team training? Book a free 15-minute zero commitment call with me to see how I can support you and your team.

Schedule a Call

Testimonials

“Gwyn is truly a master of her craft. I have used her facilitation wizardry to bring magic to my online training ever since I was lucky enough to have the chance to learn with Gwyn. Her work has the simplicity and beauty that comes from deep, lived expertise. I've done a lot of teaching and learning over the last 30 years and Gwyn's one of those great teachers who stands out for her wisdom, her wit, and her warmth.”

- Caroline Goyder, Author and Coach, Gravatas

“Gwyn's insights and feedback in her roles as friend and advisor to StreamAlive were very enlightening, and helped compress our product release cycles. As an audience engagement platform, the art and science of facilitation is a key pillar to our product. Gwyn's vast experience helped us understand how to leverage the power of group dynamics to create meaningful interaction at scale.”

- Lux Narayan, Co-founder & CEO StreamAlive

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Actionable insights and tips for designing and leading exceptional online experiences. New issues released every Monday.

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“The Quest always sheds light on things that were totally off my radar, others I had intuitively felt but was unable to name, or practices that are part of my toolbox but seen under a refreshed light. Plus it's fun to read, always a kick. An excellent read for any facilitator. Thank you Gwyn!”

- Monica Sanchez de Ocaña

Example

This is the opening title/headline and it's using H1

Veggies es bonus vobis, proinde vos postulo essum magis kohlrabi welsh onion daikon amaranth tatsoi tomatillo melon azuki bean garlic.

[Image]

Gumbo beet greens corn soko endive gumbo gourd. Parsley shallot courgette tatsoi pea sprouts fava bean collard greens dandelion okra wakame tomato. Dandelion cucumber earthnut pea peanut soko zucchini.

1. One
2. Two
3. Three

Turnip greens yarrow ricebean rutabaga endive cauliflower sea lettuce kohlrabi amaranth water spinach avocado daikon napa cabbage asparagus winter purslane kale. Celery potato scallion desert raisin horseradish spinach carrot soko.

This is h2, the section headlines on the page

Veggies es bonus vobis, proinde vos postulo essum magis kohlrabi welsh onion daikon amaranth tatsoi tomatillo melon azuki bean garlic.

Gumbo beet greens corn soko endive gumbo gourd. Parsley shallot courgette tatsoi pea sprouts fava bean collard greens dandelion okra wakame tomato. Dandelion cucumber earthnut pea peanut soko zucchini.

Turnip greens yarrow ricebean rutabaga endive cauliflower sea lettuce kohlrabi amaranth water spinach avocado daikon napa cabbage asparagus winter purslane kale. Celery potato scallion desert raisin horseradish spinach carrot soko.

H3 for a sub-heading for that section

Turnip greens yarrow ricebean rutabaga endive cauliflower sea lettuce kohlrabi amaranth water spinach avocado daikon napa cabbage asparagus winter purslane kale. Celery potato scallion desert raisin horseradish spinach carrot soko.

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