

# The Complete Copy Doc Template

*Included:*

[HOME](#)

[ABOUT](#)

[SERVICES LANDING](#) *(if you have has multiple services pages, this serves as a navigational element to each service-specific page)*

[SERVICE-SPECIFIC PAGE](#) *(page to feature one core offer)*

[PORTFOLIO](#)

[CONTACT](#)

## HOME

Page Title:	Keyword   Business Name
Meta Description:	[Repurpose main header or positioning statement here.]

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Navigation (Add relevant pages here)

HOME

ABOUT

SERVICES

PORTFOLIO

BLOG

CONTACT

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Hero Headline

All-encompassing brand headline

*H1: BRAND CLARIFIER (typically, the SEO keyword in the page title) OR subhead/sentence containing the keyword.*

Call to action: SERVICES PAGE

On-brand call to action

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Introduce Core Brand Positioning / Introduce Client Problem + Situation

Introduce something unique about your brand.

Relate to your audience/appeal to them/ share value propositions

Call to action: PAGE (if multiple service pages, segment into each one)

CTA to view services

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Introduce Business Owner

Headline introducing the business owner or brand.  
("Hi, I'm..." – include keyword here when possible)

Share 1-2 paragraphs about the business owner as the guide, begin building trust with relevant points (go into more detail on the about page – if we have a brand messaging guide, this will usually come from the 'founder story' section)

Call to action: ABOUT PAGE

CTA to view services/meet you/see your process

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#### Testimonials

Headline introducing the testimonials/social proof/as seen in

*"Testimonial of something great someone said about working with you."*  
-Name

*"Testimonial of something great someone said about working with you."*  
-Name

*"Testimonial of something great someone said about working with you."*  
-Name

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[additional section to preview portfolio/blog/other visual page components]

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#### Last Chance Headline

Last chance headline before the footer  
to make them click.

Call to action: SERVICES PAGE

CTA leading to services page

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Headline to encourage them to download the freebie  
(if there is one).

NAME	EMAIL	SIGN ME UP!
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Footer (to appear on all pages):

- Short brand statement/mission: [pull mission statement from brand messaging guide or ideas from creative brief + work in SEO keywords/locations]
- List of all pages:  
HOME  
ABOUT  
SERVICES... (list all on the website, not just the ones we're doing)
- Social media links: Instagram, Pinterest, Facebook... (pull links for each)
- Site Credits: Link to web designer, brand photographer, and copywriter (us)
- General email signup:

HEADLINE

*Subhead*

Call to action to submit

## ABOUT

Page Title:	Keyword   Business Name
Meta Description:	[Repurpose main header or positioning statement here.]

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### Hero Headline

Headline that introduces your value prop.  
*Subhead to speak to people*

Paragraph to start creating the mood/introducing the business.

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### Introduce Business Owner/Team

Headline that introduces you/what you do  
("Hi, I'm...")

Paragraph that tells the story – introduce them as the guide (much like on the homepage) but use this space to go into more detail, bring up some of the life high points and key facts.

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### Introduce Business Owner/Team

Keep the story going on another canvas if it makes sense

Paragraph that elaborates in more detail, start introducing some interesting facts or little-known details about the business owner.

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Last Chance Headline

Last chance headline before the footer  
to make them click.

Call to action: SERVICES PAGE

CTA leading to services page

## SERVICES (landing)

Page Title:	Keyword   Business Name
Meta Description:	[Repurpose main header or positioning statement here.]

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### Hero Headline

Headline that introduces your value prop.

*Subhead to speak to people*

Paragraph to start creating the mood/introducing the services

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### Introduce Client Situation/Begin Positioning Services

Headline that appeals directly to client feelings/issues.

Paragraph speaking directly to client and what they're here for

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### Position services as a solution

Introduce a solution in this headline

Give us a paragraph about why this is the thing for them

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### Service Descriptions

Service 1

Paragraph about the service

Call to action: SERVICE-SPECIFIC PAGE

CTA leading to service-specific page

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## Service 2

Paragraph about the service

Call to action: SERVICE-SPECIFIC PAGE

CTA leading to service-specific page

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## Service 3

Paragraph about the service

Call to action: SERVICE-SPECIFIC PAGE

CTA leading to service-specific page

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### Testimonials

Headline introducing the testimonials/social proof/as seen in

*“Testimonial of something great someone said about working with you.”*

*-Name*

*“Testimonial of something great someone said about working with you.”*

*-Name*

*“Testimonial of something great someone said about working with you.”*



-Name

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Last Chance Headline

Last chance headline before the footer  
to make them click.

Call to action: CONTACT PAGE (OR EMBED CONTACT FORM)

CTA leading to contact page

## SERVICES (specific offer)

Page Title:	Keyword   Business Name
Meta Description:	[Repurpose main header or positioning statement here.]

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### Hero Headline

Headline that introduces your value prop.  
*Subhead to speak to people*

---

### Introduce Client Situation/Begin Positioning Services

Headline that appeals directly to client feelings/issues.

Paragraph speaking directly to client and what they're here for

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### Position services as a solution

Imagine what it would be like to have...

Give us a paragraph about why this is the thing for them

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### Service Description

Introducing Offer Name

Paragraph about the service

- Bullets about what they're getting/why it's right for them

- Signature offer steps/process/plan

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## Testimonials

Headline introducing the testimonials/social proof/as seen in

*“Testimonial of something great someone said about working with you.”*

-Name

*“Testimonial of something great someone said about working with you.”*

-Name

*“Testimonial of something great someone said about working with you.”*

-Name

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## Investment

### The Investment

Statement about the investment and why this will be valuable for them

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Call to action: CONTACT PAGE

CTA leading to contact page

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## FAQs

### Frequently Asked Questions

Question

Answer

Question

Answer

**Question**

Answer

**Question**

Answer

**Question**

Answer

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Last Chance Headline

Last chance headline before the footer  
to make them click.

Call to action: CONTACT PAGE (OR EMBED CONTACT FORM)

CTA leading to contact page

## PORTFOLIO

<i>Page Title:</i>	Keyword   Business Name
<i>Meta Description:</i>	[Repurpose main header or positioning statement here.]

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Hero/Description of Work:

On-brand headline introducing to portfolio  
*SEO-driven subheadline*

Paragraph talking about your work/outcomes/who you work with/etc.

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[placeholder for body of work/collections/galleries]

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Last Chance Headline

Last chance headline before the footer  
to make them click.

Call to action: CONTACT PAGE (OR EMBED CONTACT FORM)

CTA leading to contact page

## CONTACT

Page Title:	Keyword   Business Name
Meta Description:	[Repurpose main header or positioning statement here.]

### On-brand headline here

Paragraph with logistical details (what you offer, who you offer it to, what happens after they complete the form, etc.).

Optional Links (if applicable):

Location:

Important Links:

Email:

Business Hours:

Basic contact form (can customize):

Name	Email
Tell me about your project. Why is <b>ITEM</b> important to you right now?	What is it about <b>BUSINESS NAME</b> that captures your interest?
Are you ready to make <b>X</b> investment into <b>ITEM</b> ? <ul style="list-style-type: none"> <li>Yes</li> <li>No</li> </ul>	We frequently book projects 4-8 weeks in advance. Are you willing to wait for our next availability? <ul style="list-style-type: none"> <li>Yes</li> <li>No</li> </ul>
Where are you in your search for a <b>WHAT YOU DO</b> ? <ul style="list-style-type: none"> <li>Still shopping</li> <li>Pretty sure it's you</li> <li>Let's work together</li> </ul>	How did you hear about me? <ul style="list-style-type: none"> <li>Google</li> <li>Instagram</li> <li>Facebook</li> <li>TikTok</li> <li>Referral</li> <li>Past Client</li> </ul>