

BONUS: THE FILL-IN-THE-BLANKS

HOMEPAGE

Are you staring at the intimidating white space on the screen, watching the cursor blink and realizing it's using Morse code to tell you that you're an idiot? If someone came up to you on the street and asked you what you did for a living you'd burst into conversation. Why is it so different just because it's written down?

Don't throw it into the "Too Hard" basket! All you need is a decent start, something to get your brain fired up. I have the solution for you! Replace the text in square brackets, and you'll have a simple, functional page of text for your front page. It won't be cutting-edge, but it will Do The Job.

I've even included an example on the next page.

TITLE

[Your Business Name]: Your [What you do] Solutions/Specialist/Provider

CONTENT

[Ask an important question your customers want to answer here, i.e. Do you want drought-resistant grass in your garden? Concerned about the additives in your children's food? Thinking of buying an investment property? Make this statement big, bold and stand-out. It helps visitors make an instant decision on whether they're in the right place.]

[Describe a problem they're experiencing, as a question.]

We're [business name, or better, personal name then business name, with a photo] and we're here to help you achieve the [Insert benefit here: low-care, great-looking lawn or simple and rewarding investment] you want.

We can assist you with:

- [Service/product 1: Avoiding unnecessary fees]
- [Service/product 2: All the latest evergreen turf]
- [Service/product 3: Up-to-date lists of additives in all brands of food]
- [Service/product 4: Answering your concerns]

And much more!

[Describe specifically how they can contact you. If you have a Contact Us page refer to it, otherwise put the address, email, phone etc here.]

[Informal closing salutation, inviting them to get in touch.]

BRISBANE AUTO PARTS: YOUR SPARE PARTS SUPPLIER

LOOKING FOR CHEAP, RELIABLE PARTS FOR YOUR CAR OR 4WD?

Have you already been all over town looking for a radiator hose for your 1984 Datsun? Stop wasting your time and money!

I'm Steve from Brisbane Auto Parts and I'm here to help you keep your car running like it just came out of the factory.

We've got parts for all makes and models, including:

- vintage cars like Bentley, MG and Alfa-Romeo
- high-performance parts
- body kits
- rare and hard-to-find parts

And much more! You'll be surprised at our range, and stunned by how low our prices are. Our team are all experienced and dedicated rev-heads, and they're happy to advise you if you need some help.

Come visit us on 123 Madeup Street, Imaginaryville. We're just around the corner from the Fictional Hotel. Or give us a call on 07 1234 5678.

Look forward to seeing you in the showroom!

Cheers,

Steve and the team