

SESSION 3 · WEBSITE COPY

13 Questions Every Product or Service Page Should Answer

When you create a product or service page for your website, put yourself in the shoes of your ideal customer and ask the following questions. If your page doesn't answer them in some way, your copy needs work.

THE ESSENTIALS

How much you focus on each one depends on problem and category awareness. If your ideal customers have low problem and category awareness, spend more time on questions 1, 2 and 4. If they have high awareness, focus on questions 3 and 5.

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|---|--|--------------------------|---|--|--------------------------|
| 1 | What is the offering? | ☐ | 2 | Why do I need it now? | ☐ |
| 3 | Why should I choose it over a similar offering? | ☐ | 4 | What outcome will I get from buying this offering? | ☐ |
| 5 | What proof is there that I'll actually get the promised outcome? | ☐ | 6 | Is it clear what I should do after visiting this page? | ☐ |

THE EXTRAS

Certain questions are sometimes better answered during the sales process, but give buyers as much information as practicable. If you sell a service with highly variable pricing, for example, consider putting a minimum/starting price on your page to disqualify unsuitable buyers.

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|----|---|--------------------------|----|---|--------------------------|
| 7 | Is the offering within my budget? | ☐ | 8 | Is the value added worth the price, relative to the rest of the market? | ☐ |
| 9 | How reliable/effective is the offering, relative to the rest of the market? | ☐ | 10 | How effectively does the offering address my use case(s)? | ☐ |
| 11 | How quickly can the offering be delivered? | ☐ | 12 | What level of customer service will I receive? | ☐ |
| 13 | What specific capabilities, features or aspects are included? | ☐ | | | |

Turn the gaps into a plan

Talk through your marketing and business goals in a free meeting with one of our strategists. We'll discuss things like your current content and the challenges facing your ideal customers and brand.

[Book The Session →](#)