

## brandiD Copy Guide | Services Page

[brand logo]

Home

About

Services

Contact

Section 1 - Image

---

Section 2 - Intro copy

**Type of copy:** Share why you do what you do.

**Approximate word count:** 100-200 words

*Ask yourself:*

- What sparked your company and the services you offer?
  - What change do you incite for your visitors?
  - What makes you + how you work different than the other options your visitors have?
- 

Section 3 - Your offerings

**Type of copy:** This is where you'll tell people exactly how they can work with you. Depending on how many services you offer, you will want to rinse and repeat on the following:

Section 3.1 - How you work (Offering #1)

**Type of copy:** The specifics (benefits + features) of your first offering.

**Approximate word count:** 50-150 words

*Ask yourself:*

- What will my visitor be able to achieve after they've taken advantage of this offering?
- How is it delivered?
- What's required of my visitor to take advantage of it?

*Please note:* If you have one signature offering, word counts will increase here. If you have more, continue on.

---

Section 3.2 - How you work (Offering #2, if applicable)

**Type of copy:** The specifics (benefits + features) of your second offering.

**Approximate word count:** 50-150 words

*Ask yourself:*

- What will my visitor be able to achieve after they've taken advantage of this offering?
- How is it delivered?
- What's required of my visitor to take advantage of it?

---

Section 3.3 - How you work (Offering #3, if applicable)

**Type of copy:** The specifics (benefits + features) of your third offering.

**Approximate word count:** 50-150 words

*Ask yourself:*

- What will my visitor be able to achieve after they've taken advantage of this offering?
  - How is it delivered?
  - What's required of my visitor to take advantage of it?
- 

*Section 4: Call to Action (CTA)*

**Type of copy:** Make it very clear what your visitors' next best step is. *Ask yourself:* What action do I want them to take? What do they/we need to know to make it happen? What will happen when they take that next best step?

**Approximate word count:**

- CTA: 3-5 words
  - Optional subtext: 5-8 words
  - Button copy: 2-3 words
- 

*Section 5 - FOOTER*

**[Same as Homepage]**