

# What you need to consider – website and business writing template

If you're writing for work – whether it's for a website page, business document or content marketing – then this template will help keep you focused on what to consider.

## What task or need is this addressing?

This is the most important consideration. Your writing needs to address this – most likely at the beginning.

Good content is driven by the reader. If, however, the idea for your content came not from a user's need but because you want to promote or say something, then think: how will this help someone?

Good communication isn't about what you want to say – it's about what others want or need to know. As such, you need to link what you want to say with someone's needs.

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## What does the information need to cover?

There are two ways to consider this.

First, make sure your writing covers the five Ws:

- who
- what
- when
- where
- why
- (and, if appropriate, how).

Whether you're writing about a service you provide or an upcoming event, keeping the 5 Ws in mind will help ensure you cover the key information.

Secondly, think about **what you want the reader to do after reading** your content (ie what call to action should they take) – or what the key points are that you want them to know.

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## Gather your information

Once you've figured out what you need to say, you need to collect all the information you need *before* you start writing – whether it's quotes, statistics, or other sourced information.

The reason why is that sometimes the information you collect will turn out differently than you expect – and can even change how you think about the issue at hand.

Collecting the information first will also help you make sense of what's most important, and what the reader needs to know.

Be methodical about sourcing the information, and then – before you start writing – stop and take time to consider all of it. Think about what's most interesting to the reader – since that will affect the structure of whatever you write. After all, you should always put the most interesting facts – ie what the reader will be most interested in – higher up.

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