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Building Website Content

Prominent: Website Name, Logo & Purpose. Make sure visitor knows they landed in the right place!

Topics are primary pages:

3-5 TOPICS	Appear in navigation bar & home page summary scroll sections
SUMMARIZE	Summary Scroll Sections: Use Primary Keywords, Brief Sentence &/or Bullet Points
ADD DETAIL	Expand on Topics: These are all landing pages with images & full content text
CALL TO ACTION	- Call - Contact (form)



VALIDATE

- Learn More

This strategy can also be used on individual Landing Pages that have a large quantity and variety of content