

# **HOME PAGE WRITING TASK**

WRITTEN FOR THE CREATIVE COPYWRITING ACADEMY

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Follow the steps on this page to create a homepage according to this minimal brief:

CLIENT: SEASIDE VIEW

What they do: Sell delicious shellfish in a restaurant on the English coast

Create imaginary features and benefits for them and fill in the table below.

Feature	Food service	Restaurant right by the sea	On the English Coast	On the English Coast
Benefit	<p>Right by the coast so shellfish is always refreshing, no leftovers</p> <p>It's all done for you- you just kick back and unwind</p>	<p>Customers get to appreciate fresh food whilst enjoying the endless sunrises and sunsets on the beach</p>	<p>The ocean and its natural beauty work magic on one's wellbeing.</p> <p>Surrounded by nature removes tension and releases your feel-good hormones</p>	<p>Not just enjoy fresh shell food every day but discover English national heritage all at the same time connecting you to the English community</p>
Is it unique?	Yes	Yes	Yes	Yes

Pain it solves	<p>stops customers from having to do the hard work of looking for where to eat fresh shellfish</p> <p>No having to clean and cook seafood that's all done for you</p>	Move away from the hustle and bustle of city life to more peace and tranquillity whilst enjoying crisp shellfish	When was the last time you ate by the ocean or even saw the sea because of the time work has taken away from you? You get to enjoy both juicy seafoods whilst taking in the tasty aroma of nature	Always wanted to know more about English heritage but didn't know how? The seaside view restaurant welcomes you with open arms
Major benefit	Saves time and the bother of cleaning the seafood as you would if cooking at home. It's done for you	Good for the soul. It empties the mind from the stresses of everyday	<p>Diminishes the tension knots in your body</p> <p>Eliminates the risk of depression and anxiety as experienced by 1 in 4 UK adults</p>	Coastline experiences have proven to improve mental health, especially for those in lowest-earning households
Desirable rating (1-5)	4	5	5	5

Got it? Now follow the steps to create your homepage on the next page.

TOP TIP: We recommend using your homepage as a tone of voice “check-point” with your client. By this, we mean: if you’re writing an entire website for a client, it makes A LOT of sense for you to write and send over one page of copy first to get feedback on the style and tone of voice. And it makes sense for this to be the homepage.

It’s way easier to refine the TOV on your homepage rather than the whole website copy if the client decides that they don’t like the tone!



## Seaside View: Fresh Shellfish Served Daily by The Ocean Blue

*Empty your mind of stress*

*Relieve your body of Tension*

Come on in and taste English National heritage on the sparkling English coast.  
Crisp shellfish cleaned and cooked especially for your palate.  
Kick back and unwind while we serve you the finest.

[\[Save your spot now\]](#)

### **What you will enjoy:**

- The choicest selection of shellfish straight off the coast by our experienced and seasoned fishermen
  - The perfect scenery to create heart-warming memories
  - The platter of the day prepared by our gifted chefs
  - Light and fluffy desserts for the perfect ending

### **So when are we open?**

Monday – Saturday: 10 am- 10 pm

Sundays: 11 am- 7 pm

[\[Where and How to Find Us\]](#)

### **How it all began**

We were 10 years into our marriage and quite honestly after the kids came, life grew intense.

We lost touch with who we were. I'm sure you know what I mean...

A simple getaway by the English coast was the remedy our rocky marriage longed for.

We both aren't fanatics of meat, so we paced ourselves to discover a restaurant that served shellfish delights. We found this incredible spot. We ate, we laughed, and we cried with joy. This moment was out of this world.

Who would have thought a plate of shellfish and a crisp ocean view could piece back together an almost broken home? Taking in that fresh and salty ocean air, whilst enjoying the food we love, was a true stress relief. This led to the birth of our last baby- Seaside view.

Our doors welcome you all with open arms to a space you can make your own. Allow the ocean waves carry all your worries and stress away. Come on in, sit back and relax whilst enjoying our hot and saucy shellfish dishes.

Its not just about shellfish, we serve English heritage on a plate, moments to remember and a happy heart to take home.

[\[Reserve your table\]](#)

## Our Plates of an Ocean Paradise



### House special White Shrimp 15

Succulent Local Shrimp Served With A  
Sizzling Horseradish Sauce,  
Coupled with Lemon and Herb Remoulade

## Salmon 20

Seared salmon coated in a red wine vinegar sauce

laid on a bed of mashed potatoes and sauteed asparagus



## Half Maine Lobster Tail 45

Tender, and Dangerously Flavorful Lobster Tails

Bursting With Lemon, Butter, and a Dash of Paprika



Fill in the form below with all your questions whether it's regarding special requirements, our special offers, and more. Our team will get back to you within the next 12 hours.

Tel. \*\*\*\*\*

E-mail:\*\*\*\*\*

Address:\*\*\*\*\*

Name:
E-mail:
Contact Number (Optional):
Your Inquiry:

[\[Reserve your table\]](#)