

ADAYO WEBSITE CONTENT WRITING SERVICE

CONTENT COPY

HOW TO UNDERSTAND THIS DOCUMENT

HEADING

Format: **“heading: bold heading in sentence case”**

SUB-HEADING

Format: **“sub-heading: bold sub-heading in sentence case”**

SECTION

Format: **“section name: bold section-name in uppercase letters”**

LINKS

Format: `<a>link text`

IMAGES

Format: [Insert image: image name]

PLUGIN INTEGRATION

Format: [Insert “plugin” here]

BUTTON

Format: [button text]

HOME PAGE

Page title/section title:	maximum 50 to 70 characters: Otin Studio Freelance Web Designer – Lagos Nigeria
Meta description:	maximum 155 characters: S Web designer Lagos- I take a holistic approach that delivers; great design, keyword SEO, quality content, and water-tight code, all in one affordable package
Page URL:	https://otinstudio.net
Target audience:	Small to medium size business owners that are looking for the quality of service provided by a web design firm from a highly-skilled but affordable freelancer
Key message for audience:	I provide a complete set of services that are of the highest standard and will always be tailored to the budget of the client
Keywords used:	The keywords I integrated into the content: S -web designer in Lagos -web designer in Lagos Nigeria
Maximum word count for body copy: (X words)	
Body copy essentials: (CTA, heading, sub-heading, bullet-points, etc)	
Body copy:	Write a keyword-optimized and well-edited web copy for this page:

S

SITE NAME & TAGLINE:

Otin Studio (site name)

Web Designer & WordPress Developer (tagline)

NAVIGATION:

- Home
- Portfolio
- My process
- About me
- Contact me
- Blog

ABOVE THE FOLD

[insert background-image: home-jumbotron.jpeg]

-Heading<h2>:

Professional Web Design That Turns
Your Visitors Into Customers

-Sub-heading<p>:

A holistic approach that delivers; great design, keyword
SEO, quality content, and water-tight code, all in one
affordable package

Heading<h2>: The process

[insert image: process-collage.jpeg]

This process is designed to help transform your marketing goals into a website that is optimized for conversion, user experience, and SEO

[\[Learn more\]](#)

Heading<h2>: Why Work with Me?

Sub-heading<p>: Here are 6 reasons why you should work with me:

Sub-heading<h3>: Site Usability

It's a priority to ensure your visitors can find the information they need and interact successfully with your business in the most pleasant way possible

Sub-heading<h3>: Search Visibility

Keyword research and on-page optimization help to gain visibility for your website on search engines

Sub-heading<h3>: E-commerce Solutions

Beautiful e-commerce sites with the WordPress WooCommerce plugin, and all the third-party integrations you need to make your business a success

Sub-heading<h3>: WordPress CMS

A beautiful and custom website built on WordPress for your administrative convenience

Sub-heading<h3>: 3rd Party Integrations

Any WordPress plugin that is essential to your business operations will be included. Popular integrations include; chatbots, google maps, online payment, email clients, etc.

Sub-heading<h3>: Affordable Solutions

My project plan will be tailored to the requirements of your business goals and your budget

Heading<h2>: What I Do

Sub-heading<p>: I offer the following services:

Sub-heading<h3>: WordPress Development

[insert image: wordpress-icon.png]

By building your website on WordPress, you can take advantage of an open-source platform that allows you to easily manage your website without any coding knowledge

Sub-heading<h3>: Woocommerce Development

[insert image: shoppingcarticon.png]

Do you sell online? I will integrate Woocommerce into WordPress to give you a scalable e-commerce platform that allows you to easily manage an e-commerce business. I will also guide you on the best plugins for your business needs.

Sub-heading<h3>: Responsive Web Design

[insert image: designericon.png]

I design websites that are user-centric and are tailored to the needs of your business. All my builds are also responsive. This means your website will always adapt to fit viewport of the device of your visitors.

Sub-heading<h3>: Web Copywriting

[insert image: writericon.png]

I will take the time to interview you and to get the message you want to convey on your website. Your web copy will be professional and engaging in a way that converts your visitors into customers.

Heading<h2>: let's Work Together

Work will be delivered on time or ahead of schedule with an emphasis on constant communication and the cultivation of a lasting relationship.

If you are interested in a project, then please get in touch.

[Contact me]

FOOTER:

Add site logo

Otin studio

Otin studio is the website of Kunle Oyewusi, freelance web designer

@2019 Otin studio | privacy | cookies

	'proudly made in Nigeria [Nigerian flag icon]'
Comments:	<p>My comments:</p> <p>ATTRIBUTION COMMENTS ON IMAGES:</p> <p>=ICONS:</p> <p>>design icon:</p> <pre><div>Icons made by GraphicsBay from www.flaticon.com is licensed by CC 3.0 BY</div></pre>
Writer details:	s

ABOUT ME PAGE

Page title/section title:	You can edit this, maximum 50 to 70 characters: About Me – Freelance Web Designer and WordPress Developer Otin Studio
Meta description:	maximum of 155 characters:

	I am a freelance WordPress developer and web designer located in Lagos, Nigeria.
Page URL:	https://www.otinstudio.net/about-me/
Target audience:	
Key message for audience:	
Keywords used:	the keywords I integrated into the content: S
Maximum word count for body copy: (X words)	
Body copy essentials: (CTA, heading, sub-heading, bullet-points, etc)	
Body copy:	<p>Write a keyword-optimized and well-edited web copy for this page:</p> <p>S</p> <h1>ABOVE THE FOLD</h1> <p>[insert background-image: aboutpage-jumbotron.jpeg]</p> <p>Heading<h1>: Who Am I?</p> <p>Sub-heading<p>:</p>

Take a moment to discover everything you need to know about me

Heading<h2>: About Me

[insert image: insert client's picture in a circle here]

Hi, my name is Kunle Oyewusi and I am a freelance WordPress developer and web designer located in Lagos, Nigeria.

I specialize in front-end development and responsive web design. I strive to write clean and standards-compliant code and also, my keen interest in visual design and typography allows me to design beautiful and unique websites for my clients.

By combining web design, web copywriting and development, I am able to offer a complete solution for my clients

Heading<h2>: Why You Will Love Working with Me

[insert image: timeicon.png]

Sub-heading<h3>: Fast Turn-around Time

With my streamlined process, your new website will be up and running between 7 to 14 days depending on the complexity of your project.

Sub-heading<h3>: Friendly Communication & Support

[insert image: communicationicon.png]

I promise to be responsive, accommodating and to always be ready to answer your questions

Sub-heading<h3>: High-quality Code

[insert image: codeicon.png]

I am obsessive and meticulous about writing code that is well-formatted and ably supported by the web browsers your visitors use

Sub-heading<h3>:Bold And Unique Designs

[insert image: aboutpagedesignicon.png]

If everywhere you look, you see the same WordPress template and you want something different, then you are in the right place. I strive to deliver unique designs that help your website stand out from your competitors.

Heading<h2>: My Services

Sub-heading<p>: I offer the following services:

Sub-heading<h3>: WordPress Development

By building your website on WordPress, you can take advantage of an open-source platform that allows you to easily manage your website without any coding knowledge

Sub-heading<h3>: Woocommerce Development

	<p>Do you sell online? I will integrate Woocommerce into WordPress to give you a scalable e-commerce platform that allows you to easily manage an e-commerce business. I will also guide you on the best plugins for your business needs.</p> <p>Sub-heading<h3>: Responsive Web Design</p> <p>I design websites that are user-centric and are tailored to the needs of your business. All my builds are also responsive. This means your website will always adapt to fit viewport of the device of your visitors.</p> <p>Sub-heading<h3>: Web Copywriting</p> <p>I will take the time to interview you and to get the message you want to convey on your website. Your web copy will be professional and engaging in a way that converts your visitors into customers.</p> <p>Heading<h2>: Let's Work Together</p> <p>Work will be delivered on time or ahead of schedule with an emphasis on constant communication and the cultivation of a lasting relationship.</p> <p>If you are interested in a project, then please get in touch.</p> <p>[Contact me]</p>
Comments:	<p>my comments:</p> <p>==image attribution comments</p>

====hour glass icon
<div>Icons made by Freepik from www.flaticon.com is licensed by CC 3.0 BY</div>

====shake hands icon
<div>Icons made by Freepik from www.flaticon.com is licensed by CC 3.0 BY</div>

====code screen icon
<div>Icons made by monkik from www.flaticon.com is licensed by CC 3.0 BY</div>

====great design icon
<div>Icons made by monkik from <a href="https://www.flaticon.com/"

	<pre> title="Flaticon">www.flaticon.com is licensed by CC 3.0 BY</div> </pre>
Writer details:	

PORTFOLIO PAGE

Page title/section title:	<p>maximum 50 to 70 characters: Portfolio –Freelance Web Designer and Wordpress Developer Otin Studio</p>
Meta description:	<p>maximum 155 characters: My portfolio includes; brochure and e-commerce sites. Check out my work to see what I can do for you.</p>
Page URL:	<p>https://otinstudio.net/portfolio/</p>
Target audience:	
Key message for audience:	

Keywords used:	the keywords I integrated into the content: S
Maximum word count for body copy: (X words)	
Body copy essentials: (CTA, heading, sub-heading, bullet-points, etc)	
Body copy:	<p>Write a keyword-optimized and well-edited web copy for this page: S</p> <p>ABOVE THE FOLD</p> <p>Heading<h1>: A Portfolio Of My Work</p> <p>Sub-heading<p>: Below are some of the projects I have completed</p> <p>NOTE: I USED PLACEHOLDER CONTENT</p> <p>Heading<h2>: Brozic Moving Company</p> <p>Sub heading<h3>: Overview</p> <p>This was a complete redesign of the client's site, which hadn't been redesigned in nearly a decade. It features a</p>

clean, corporate, and modern design that is fully responsive for mobile devices.

I delivered a custom theme in WordPress so the client could easily alter content.

Sub-heading<h3>: What I Did

- Search Engine Optimization
- Bespoke UI Design
- Mobile Responsive Development
- Website Design
- Technical Support
- Website Strategy

[\[Visit site\]](#)

[insert image: image carousel of site]

Heading<h2>: Otin Cabinets

Sub heading<h3>: Overview

This was a complete redesign of the client's site, which hadn't been redesigned in nearly a decade. It features a clean, corporate, and modern design that is fully responsive for mobile devices.

I delivered a custom theme in WordPress so the client could easily alter content.

Sub-heading<h3>: What I Did

- Search Engine Optimization
- Bespoke UI Design
- Mobile Responsive Development
- Website Design
- Technical Support
- Website Strategy

[\[Visit site\]](#)

[insert image: image carousel of site]

Heading<h2>: Elite Talent Search Partners Group

Sub heading<h3>: Overview

This was a complete redesign of the client's site, which hadn't been redesigned in nearly a decade. It features a clean, corporate, and modern design that is fully responsive for mobile devices.

I delivered a custom theme in WordPress so the client could easily alter content.

Sub-heading<h3>: What I Did

- Search Engine Optimization
- Bespoke UI Design
- Mobile Responsive Development
- Website Design
- Technical Support
- Website Strategy

[\[Visit site\]](#)

[insert image: image carousel of site]

Heading<h2> : let's Work Together

Work will be delivered on time or ahead of schedule with an emphasis on constant communication and the cultivation of a lasting relationship.

	<p>If you are interested in a project, then please get in touch.</p> <p>[Contact me]</p>
Comments:	<p>my comments:</p> <p>s</p>
Writer details:	<p>s</p>

MY PROCESS PAGE

Page title/section title:	<p>Maximum 50 to 70 characters:</p> <p>S Design Process – Web Design and Development Otin Studio</p>
Meta description:	<p>maximum 155 characters:</p> <p>S A series of steps that build upon one another and helps to arrive at a final bespoke website that is perfect for the needs of your business. <i>Most projects take 7 to 14 days to complete.</i></p>
Page URL:	<p>https://www.otinstudio.net/adayo-studio-design-process/</p>
Target audience:	
Key message for audience:	

Keywords used:	the keywords I integrated into the content: S
Maximum word count for body copy: (X words)	
Body copy essentials: (CTA, heading, sub-heading, bullet-points, etc)	
Body copy:	<p>Write a keyword-optimized and well-edited web copy for this page: S</p> <p>ABOVE THE FOLD</p> <p>[insert background-image: processpagejumbotron.jpeg]</p> <p>Heading<h1>: My Web Design Process</p> <p>Sub-heading<p>: The process below is a series of steps that build upon one another and helps to arrive at a final bespoke website that is perfect for the needs of your business. <i>Most projects take 7 to 14 days to complete.</i></p> <p>Heading<h2>: Project Types Include:</p> <ul style="list-style-type: none"> • WordPress sites • Woocommerce sites • Site redesign • Static sites

Heading<h2>: Design Brief and Project Scope

[insert image: designbrief.jpeg]

I will interact with you to learn about your website goals and the needs of your website visitors. This is usually achieved when you fill the design brief and the content template.

It is at this stage that we will agree on the scope of the features that will be on your website, the deadline for completion and a web design contract will also be agreed upon.

Sub-heading<h3>: Highlights:

- Initial contact and interview
- Design brief
- Content questionnaire
- Project plan proposal
- Design contract

Heading<h2>: Design Strategy and Information Architecture

[insert image: designstrategy.jpeg]

I apply the information you provide about your business and your customers to formulate the best design strategy to realize your vision for your website

Sub-heading<h3>: Highlights:

- Business requirements
- Brand requirements
- Competitor analysis

- User research analysis
- Information architecture
- sketches

Heading<h2>: Design and Web Copy

[insert image: designwebcopy.jpeg]

Your site content will be created, keyword-optimized and properly edited. I will also explore layouts, fonts, colors and interactive features that will be suitable for the design of your site.

Your site content and mockups of your site will be sent to you for feedback and upon approval, I will move to the next stage.

Sub-heading<h3>: Highlights:

- keyword research
- site content & on-page keyword optimization
- wireframe
- mockups
- style guide
- content & design review
- design approval

Heading<h2>: Site Development & Integration Of Plugins

[insert image: sitedevelopment.jpeg]

I will build your website pages using custom WordPress templates to exacting coding standards. Plugins will

be integrated, your content will be uploaded and images and other files will also be uploaded.

Sub-heading<h3>: Highlights:

- Custom WordPress theme
- Plugin integration
- Content upload

Heading<h2>: Quality Assurance And Testing

[insert image: sitetesting.jpeg]

Your website will be tested extensively across device viewports and different browsers.

Sub-heading<h3>: Highlights:

- Browser compatibility testing
- Device viewport testing
- Links & forms testing

Heading<h2>: Live Site & Further Testing

[insert image: livesite.jpeg]

A link to your site will be sent to you along with login details for you to view your website and give necessary feedback. With your approval, we will move to the next stage

Sub-heading<h3>: Highlights:

- Domain name registration & site hosting
- Site upload to host server
- Final configuration of plugins

	<ul style="list-style-type: none"> • site validation and device testing • site speed testing • registration with search engines • client review <p>Heading<h2>: Site Launch & Maintenance Agreement</p> <p>[insert image: sitelaunch.jpeg]</p> <p>Upon approval of the completed site and completion of contract obligation by both parties, you will be given full access to your website and your designs and site documentation will be handed over to you</p> <p>My focus is to maintain a lasting relationship with my clients, with an agreement, I can provide ongoing support and site maintenance at a cost.</p> <p>Sub-heading<h3>: Highlights:</p> <ul style="list-style-type: none"> • De-activation of the under-construction plugin • Site documentation • Regular updates & site maintenance <p>Bottom text: Once you fill the design brief [link text] and content questionnaire [link text], and a contract is agreed upon, I will commence work immediately and your project will be delivered within the agreed deadline for completion.</p>
Comments:	<p>my comments: S [link text]: on-click should enable the visitor to download a pdf of each document</p>

Writer details:	

CONTACT PAGE

Page title/section title:	maximum 50 to 70 characters: Contact - Freelance Web Designer and WordPress Developer Otin Studio
Meta description:	maximum 150 characters: Looking to work with me? Send me a message and I will be in touch. You can also send me an email if that's what you prefer.
Page URL:	https://www.otinstudio.net/contact/
Target audience:	
Key message for audience:	
Keywords used:	the keywords I integrated into the content: S
Maximum word count for body copy: (X words)	
Body copy essentials:	

(CTA, heading, sub-heading, bullet-points, etc)	
Body copy:	<p>Write a keyword-optimized and well-edited web copy for this page:</p> <p>S</p> <h2>ABOVE THE FOLD</h2> <p>Heading<h1>: Contact Me</p> <p>Sub-heading<p>: Looking to work with me? Send me a message using the form below, and I will be in touch. You can also send me an email if that's what you prefer.</p> <p>+create a contact form with the following input fields:</p> <p>Heading<h2>: LET'S TALK</p> <ul style="list-style-type: none"> • Name* • Company/organization • Phone • Email* • Website • Location(city/state/country)* • Project type <p>-WordPress site -E-commerce site -Blog -Site re-design -Static site</p> <ul style="list-style-type: none"> • What's your budget for this project?* <p>-\$500 to \$1000 -\$1000 to \$3000</p>

	<p>-\$3000 to \$5000 -\$5000 to \$10,000 -\$10,000 and above</p> <ul style="list-style-type: none"> • What time of the day (GMT) can I contact you?* • When will you like to complete this project? • Tell me about your project* • Attach files [file upload button] <p>BUTTON: [Send]</p> <p>Sub-heading<h3>: Email otinstudionline@gmail.com</p> <p>Sub-heading<h3>: Call</p> <ul style="list-style-type: none"> • <p>Sub-heading<h3>: Social</p> <ul style="list-style-type: none"> • @Linkedin (icon/link-text to linkedin account)
Comments:	<p>My comments: s</p>
Writer details:	