

Hyde & Co.

FREE RESOURCE · NO. VIII

The copy *kit*

Fill-in-the-blank frameworks for every page on a small business website.

For people who know their business cold and freeze when asked to write about it. Copy the structures, replace the brackets, delete what does not apply. **Worked examples throughout.**

FREE TO USE AND SHARE
COMPANION TO THE WEBSITE PLAYBOOK

AN AGENCY FOR BUSINESS OWNERS
ORLANDO, FLORIDA



How to use this kit

Every framework below is a skeleton. Brackets mark the parts you replace. Nothing here needs to be used exactly as written — the point is that a blank page becomes a fill-in-the-blank exercise, which is a much smaller problem.

Three rules that apply to everything in this kit:

1. **Specifics beat adjectives.** "We replaced 340 water heaters last year" does work that "quality service" cannot. Every time you are tempted to write "professional," "trusted," "quality" or "passionate," replace it with a number, a name, or a fact.
2. **Write it, then read it out loud.** Where you stumble, rewrite. Where you would never say it to a customer standing in front of you, delete it.
3. **Cut your first paragraph.** Almost always. Most people warm up in writing, and the warm-up is not for the reader.

The homepage has one job: confirm, in about five seconds, that the visitor is in the right place. Nielsen Norman Group's eye-tracking research found roughly 57% of viewing time happens above the fold, so the top of the page has to earn the scroll.

The top of the homepage

HEADLINE

[What you do] for [who you do it for] in [where].

SUBHEADLINE

[The specific outcome they get] — [the thing that removes their main worry].

PRIMARY ACTION

[Verb + what happens]

SECONDARY ACTION

[Lower-commitment option]

Worked examples:

EMERGENCY PLUMBING REPAIRS FOR HOMEOWNERS ACROSS WINTER GARDEN

Someone on your street within two hours, seven days a week — with the price agreed before we start. [Get a free quote] [Call (407) 555-0142]

BOOKKEEPING FOR CONSTRUCTION FIRMS DOING \$1M-\$10M IN OHIO

Job costing you can actually read, closed by the 10th of every month. [Book a 20-minute call] [See how we work]

HANDMADE LEATHER BAGS, BUILT TO BE REPAIRED

Free repairs for life. Shipped from Portland in two business days. [Shop the collection] [Read the guarantee]

Test it: cover everything except the headline and subheadline. Could a competitor put their logo on it unchanged? If yes, it is not specific enough yet.

What follows, in order

1. PROOF STRIP
[Number] [unit] since [year] · [Rating] from [count] reviews · [Credential or guarantee]
2. WHAT YOU DO — three to six items, each linking to its own page
[Service name]
[One sentence on who it's for and what it costs, roughly]
3. WHY PEOPLE CHOOSE YOU — three reasons, each answering a real objection
[Reason as a claim] — [the evidence for it]
4. PROOF
[Two or three real reviews, with names and locations]
5. HOW IT WORKS
[Step 1] → [Step 2] → [Step 3]
6. REPEAT THE ACTION

The "how it works" section is the most underrated block on this list. People hesitate because they do not know what they are agreeing to. Three steps removes that.

HOW IT WORKS

1. Tell us what's wrong — two minutes on the phone or the form
2. We give you a fixed price before any work starts
3. We fix it, usually the same day

One page per service. This is the page that actually earns the enquiry, and it is usually the emptiest page on a small business site.

HEADING

[Service] in [location]

OPENING — two sentences, no warm-up

[Answer what this is and who it's for.]

[The outcome, plainly.]

WHO THIS IS FOR

You're probably here because:

- [Symptom or situation 1]
- [Symptom or situation 2]
- [Symptom or situation 3]

WHAT'S INCLUDED

- [Deliverable] — [what it means for them]
- [Deliverable] — [what it means for them]
- [Deliverable] — [what it means for them]

WHAT IT COSTS

Most [service] jobs run between [\$X] and [\$Y].

What moves the price: [factor 1], [factor 2], [factor 3].

[Sentence about how they get an exact figure.]

WHAT HAPPENS NEXT

1. [Step] — [timing]
2. [Step] — [timing]
3. [Step] — [timing]

PROOF

[A specific job: the problem, what you did, the result, the timeline.]

[Photo of your actual work.]

[Review from someone who bought this exact service.]

COMMON QUESTIONS

[The three things your phone answerer is asked most about this service.]

ACTION

[Verb + what happens] — [reassurance]

Say the price

The cost section is where most businesses go quiet, and it is a mistake. "How much does it cost" is among the most-searched and least-answered questions in every trade.

You do not need a fixed number. A range plus the factors that move it is enough:

Most water heater replacements run between \$1,200 and \$2,400 installed. What moves the price: tank size, whether it's gas or electric, and whether the existing connections meet current code. We give you a fixed figure before any work starts — no hourly surprises.

This filters out people who were never going to buy and dramatically increases trust with people who were. Your competitors are all avoiding it, which is precisely why it works.

Only write these if you can write them honestly. A page that is another page with the city name swapped is the pattern Google's spam policies describe as doorway abuse.

The test: remove the city name. Is this page still meaningfully different from your other location pages? If not, do not publish it.

HEADING

[Service] in [Town]

OPENING

[Something true and specific about working in this town.]

[Your actual connection to it — how long, how often, where you're based relative to it.]

WORK WE'VE DONE HERE

[Job 1: the neighbourhood or street type, the problem, what you did]

[Job 2]

[Photos from this town, not stock]

WHAT'S DIFFERENT ABOUT [TOWN]

[Housing stock, local regulations, common problems, permit process, seasonal issues, water hardness — whatever is genuinely true.]

GETTING TO YOU

[Response time. Where you're coming from. Which areas you cover.]

WHAT PEOPLE HERE SAY

[Reviews from customers in this town, with names]

ACTION

[Verb + what happens]

If you cannot write 300 honest words about working in a town, you do not have a location page — you have a placeholder. Three real ones beat thirty thin ones and carry none of the risk.

The About page is not about you. It is the page where someone decides whether you are real. Google's own quality guidance asks whether it is self-evident who authored the content, and research on web credibility consistently finds that being checkable matters more than being polished.

HEADING

[Something human, not "About Us"]

THE OPENING — the reason you exist, not your founding date

[The problem you kept seeing.]

[What you decided to do about it.]

WHO WE ARE

[Photo of actual people, with actual names and actual roles]

[One human sentence each — how long they've done this, what they're known for]

WHAT WE BELIEVE — only if you actually act on it

· [Principle] — [the specific thing you do that proves it]

· [Principle] — [the specific thing you do that proves it]

BY THE NUMBERS

[Years] · [Jobs completed] · [Team size] · [Service area] · [Credentials]

WHERE WE ARE

[Address or service area. Phone. Hours.]

ACTION

[Verb + what happens]

Things to delete on sight: "Founded in 1987, we have been providing quality service...", stock photography of people in headsets, the word "passionate," and any mission statement written by committee.

Things to add: faces, names, an address, and a date on something.

The single biggest improvement most sites can make: replace every vague button with one that says what will happen.

INSTEAD OF	WRITE
Learn more	See what's included
Submit	Send my request
Contact us	Get a free quote
Click here	Check availability in my area
Sign up	Start my free trial — no card needed
Get started	Book a 20-minute call
Read more	See the full price list
Download	Get the checklist (PDF, no email needed)

The formula

[Verb] + [what they get] + [what it costs them]

- **Get a free quote** — takes two minutes, no obligation
- **Book a call** — 20 minutes, and we'll tell you if we're not the right fit
- **See our prices** — no form, no email required

That third element matters more than people expect. A visitor hesitates because they do not know what clicking commits them to. Telling them removes the hesitation for free.

Placement

One primary action per page, repeated at natural decision points — after the proof, after the pricing, at the end. Not every screen.

And a caution worth knowing: in Nielsen Norman Group usability testing, participants clicked a "Get Started" button *before* understanding what was on offer, ended up in a signup funnel, and one abandoned for a competitor entirely. A call to action placed before the visitor understands the offer does not accelerate the decision — it interrupts it.

A controlled experiment published at CHI 2014 found that applying established form-usability guidelines roughly doubled first-attempt completion. Most of that is wording and labelling, not design.

FORM HEADING

[What happens when they submit — not "Contact Form"]

REASSURANCE LINE

[How long it takes] · [What happens next] · [What you won't do]

FIELDS — the fewest you can live with

[Label above the field, always. Never placeholder-only.]

BUTTON

[Verb + what they get]

UNDER THE BUTTON

[The thing they're worried about, answered.]

Worked example:

GET YOUR FREE QUOTE

Two minutes. We'll call you back within one business day. We never sell your details.

Name Phone What's going on? *(a sentence is fine)*

[Send my request]

Prefer to talk? Call us on (407) 555-0142 — we answer between 7am and 7pm.

Field labels people actually understand

INSTEAD OF	WRITE
Full Name *	Name
Email Address *	Email — where we'll send the quote
Phone Number *	Phone — for the quickest reply
Message	What's going on? <i>(a sentence is fine)</i>
Budget	Roughly what were you hoping to spend? <i>(optional)</i>
How did you hear about us?	<i>(delete this — your analytics knows)</i>

Error messages

Say what is wrong and how to fix it, next to the field:

- ~~"Invalid input"~~ → "That doesn't look like a phone number — we need 10 digits"
- ~~"Required field"~~ → "We need a phone number to call you back"
- ~~"Error"~~ → "Something went wrong on our end. Call us on (407) 555-0142 and we'll sort it out."

That last one matters. When your form breaks, the error message is your last chance to save the lead.

The most neglected page on almost every website, and the cheapest to fix.

HEADING

[Confirm it worked, plainly]

WHAT HAPPENS NEXT

[Who will contact them] will [contact method] you [specific timeframe].

IN THE MEANTIME

[Something genuinely useful: what to have ready, a relevant guide, what to expect on the call]

IF IT'S URGENT

[Phone number, and when it's answered]

Worked example:

GOT IT — YOUR REQUEST IS IN

Dave will call you within one business day, usually the same afternoon.

To make the call quick, it helps to know: · Roughly how old the unit is · Whether it's gas or electric · A photo of the label on the side, if you can get one

Can't wait? Call (407) 555-0142 — answered 7am to 7pm, seven days.

Make it a real page with its own address, not a message that fades. You need the address to count conversions.

Google's policies allow you to ask. What they prohibit is asking *selectively*, offering anything in return, pressuring people on the premises, or telling them what to write. The compliant version is also the simpler one: **ask everyone, the same way, every time.**

[Name], thanks for [specific thing you did] on [day].

If you've got 30 seconds, a review really helps other
[type of customer] in [town] find us:
[link]

Either way — thanks for the business.
[Your name]

Worked example:

Hi Sarah — thanks for having us out to sort the water heater yesterday.

If you've got 30 seconds, a quick review helps other homeowners in Winter Garden find us: [g.page/r/...](#)

Either way, thanks for the business — call any time. Dave

What makes this compliant: no incentive, no filtering by who seemed happy, no instructions about what to say or which rating to give, and no one standing over them while they type.

Replying to reviews

To a good one — be specific, so it does not read as a template:

Thanks Sarah. That heater had been fighting us for a while — glad we got it sorted the same day. Give us a shout any time.

To a bad one — you are not writing to the reviewer. You are writing to the next hundred people who read it:

[Acknowledge it without defensiveness.]
[The fact, briefly and without arguing.]
[What you're doing about it.]
[An offer to resolve it directly, with a real contact.]

Sorry about this, Mike — a two-week wait isn't what we promise and I understand the frustration. We were short-handed after a burst-pipe week, which explains it but doesn't excuse it. We've since added a second van for exactly this reason. I'd like to make it right — I'm on (407) 555-0142 and I'll pick up.

One reply. Never argue in public. A well-handled negative review costs you far less than a defensive one.

Every one of these can be replaced with something that means something.

DELETE	REPLACE WITH
Quality	The specific standard, or the guarantee
Professional	The credential, or the years
Trusted	The review count and rating
Passionate	What you actually do that others don't
Solutions	The actual thing you sell
Cutting-edge / state-of-the-art	The specific equipment or method
Customer-focused	The specific policy that proves it
Affordable	The actual price range
Fast	The actual timeframe
Wide range of services	The list
We pride ourselves on	<i>(just delete — say the thing)</i>
Welcome to our website	<i>(delete — this is your most valuable line)</i>
In today's fast-paced world	<i>(delete the entire paragraph)</i>
Look no further	<i>(delete)</i>

The swap test: could a competitor put their name on this sentence unchanged? If yes, it is not saying anything. Rewrite it with a number, a name, or a fact.

— IF THE FRAMEWORKS HELP BUT THE BLANK PAGE STILL WINS

We can write it in *your* voice.

Everything here is yours to use, with clients or on your own site, and no attribution is expected.

If the words still will not come, that is an ordinary problem and a solvable one. **Hyde & Co. is an agency for business owners** — we build the whole asset, words included.

i. We interview you for an hour about the work you actually do.

ii. We draft the pages from what you said, not from a template.

iii. You edit until it sounds like you, because it should.

No obligation, and no charge for the conversation.

Book a consultation

hyde-co.com

HYDE & CO. · ORLANDO, FLORIDA
WE BUILD ASSETS, NOT JUST WEBSITES

The One-Page checklist

Before publishing any page:

- ☐ The first two sentences answer the question the visitor arrived with
- ☐ A stranger could tell what you do, who for, and where — in five seconds
- ☐ Every claim has a number, a name, or a photo behind it
- ☐ The three objections your salesperson hears are answered on the page
- ☐ There is one primary action, and it says what will happen
- ☐ The phone number is visible and tappable
- ☐ You read the whole thing out loud without stumbling
- ☐ You deleted the first paragraph
- ☐ No word from the Part 9 list survived
- ☐ Someone outside your business read it and had no questions left

*This kit is free to use and share. Copy any of it, change any of it, use it with clients.
The only goal is better websites and better results.*