

# Contact Page **roadmap**



for bloggers, entrepreneurs and  
online business owners



# welcome!

*Kevin and Sarah Arrow here, and thank you for downloading your content roadmap. We created these to support business owners everywhere with their content marketing activities!*

The role of the Contact Us Page on your website is pretty straightforward: This is a page whose sole purpose is to allow your website visitors to contact you. It doesn't need fancy designs, buttons or all-singing, all-dancing videos. But it does need a few things that will increase your contact page conversions and help you get found in the search engines.

Since your Contact Us Page is a direct touch-point with your visitor, it needs to have a strong human presence. and by following the post and using the road map as a reminder you'll find it easier than ever to optimise your contact page

*Kevin & Sarah*

# five-step roadmap

## STEP ONE

Show who you are by adding your image

1

## STEP TWO

Consider adding a Google Map to your contact page

2

## STEP THREE

Add FAQs

- Directions
- Parking
- Opening hours

3

## STEP FOUR

N-A-P

Not a snooze but your name-address-phone number

4

## STEP FIVE

Optimise your contact page and then check the contact form works

5

# three quick tips

## TIP NUMBER 1

Add your details to local directories. You will add your N-A-P and this will increase your visibility:

- Yell.com
- Local Chambers
- Your Facebook Page

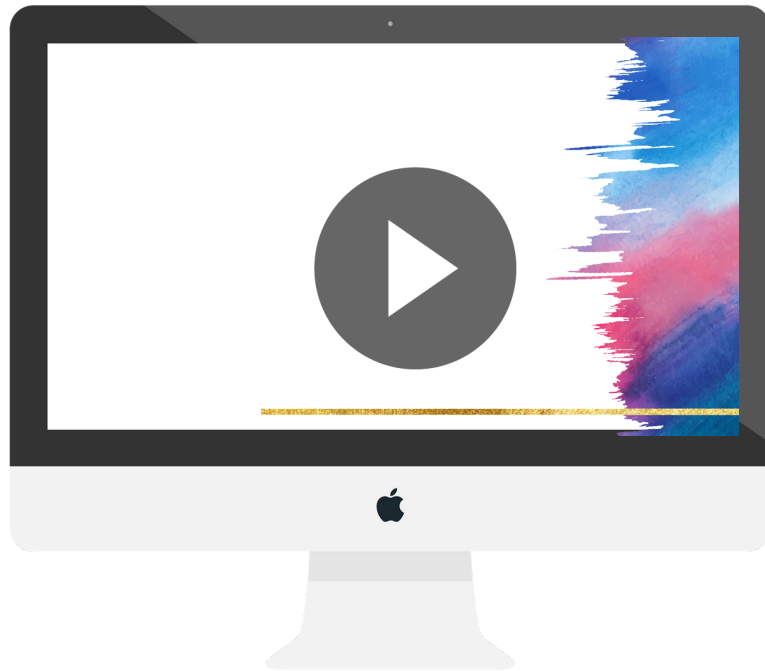
Are all good starting places. Remember you need your N-A-P to be consistent across all platforms

## TIP NUMBER 2

Add your website to Google My Business. This will help you be found locally. Find out how to here [ContentNitro.co.uk/gmb](https://ContentNitro.co.uk/gmb)

## TIP NUMBER 3

Add in some nice testimonials if you have them. This helps reassure your visitor they're in the right place.



## **Ready to outsource your content page?**

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**CONTACT**