

# **Category Page Style Guide**

## **For BowWowsBest.com**

**By**

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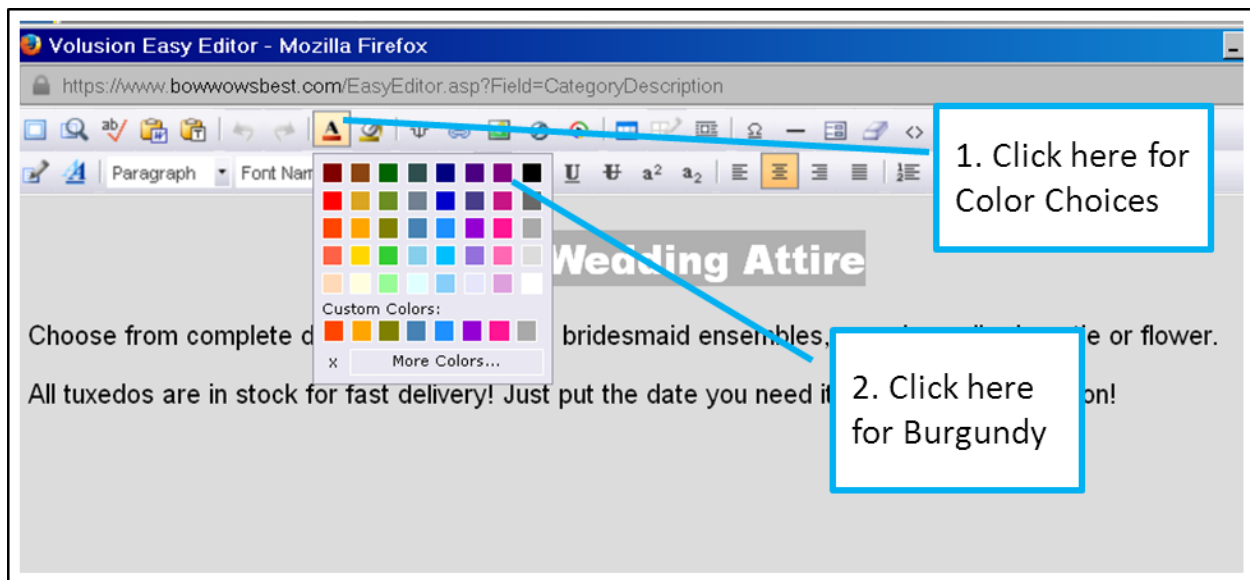
## Style Sheet for BowWowsBest.com Category Pages

From the Category page, under Category Descriptions, click HTML Editor.  
The following directions apply to the Volusion Easy Editor for the page you're working on.

### Header Format

1. Type the header.
2. Click and highlight the Header with your mouse.
3. Click Paragraph **Heading 2**.
4. Click and highlight the Header with your mouse.
5. Click Font Name and select **Arial Black**.
6. Click Font Size and select **5**.
7. Click the Font Color icon and select **Burgundy**. (See below.)

### Volusion Easy Editor Text Editing



## Text Format

1. Press return once after the header.
2. Click Paragraph and select **Normal**.
3. Type the text.
4. Click and highlight the text with your mouse.
5. Select Font Name **Arial**.
6. Select Font Size **3**.
7. Select **Full Justify**.
8. You can also bold the text and/or use the **Color Selector** as above. Use sparingly for emphasis only.

## Keys to Writing Consistent Content that Attracts Good Customers

1. As you write, keep in mind the customers you've talked with who love your products and your website. These people love their dogs like family members and want to lavish their dogs with love. They also love your personal, exceptional service.
2. Remember all the ways you help people and all the ways your products improve their lives and the lives of their dogs.
3. When you write with your customers and values in mind, you will write from the right place in your heart to attract the people who will love your website and buy from you.

## Keys to Writing Good Text

1. People on Categories pages are ready to buy! Text should take up as few lines as possible. They want to see products!
2. If you don't need any explanation or additional information, you don't need any text. This is the best thing.
3. If you need an explanation or information, use no more than four lines of text total, or they can't see your products!
4. If you need to write, be conversational. Read what you've written out loud. Would you say this to someone in a conversation?
5. Put one thought per line. Don't use long paragraphs. People won't read them.
6. Use as few words as possible. Don't embellish. Just give them enough information.
7. If you need to explain, offer a link to an article.

Examples:

- a. Click here for information on [How to Select and Fit a Dog Harness](#).
- b. Click for information on [How to Select and Fit Dog Bridal Attire](#).

**Continues on the next page with Guidelines for Keywords →**

## Guidelines for Keywords on Category Pages

1. Don't overuse the word "Dog". Make your words sound like natural speech.
2. Google will penalize you for "stuffing" your page with keywords. Google can now read across words and tie them together.

Example:

### **Too Many "Dog" Keywords:**

We have dog tuxedos with dog bow ties and leashes, dog wedding dresses, dog bridesmaid dresses, dog collar bow ties and dog collar flowers.

### **Better:**

We have dog tuxedos, wedding dresses, and bridesmaid dresses as well as dog collar bow ties and flowers.

Google will find these keywords there:

- dog tuxedos
- dog wedding dresses
- dog bridesmaid dresses
- dog collar bow ties
- dog collar flowers

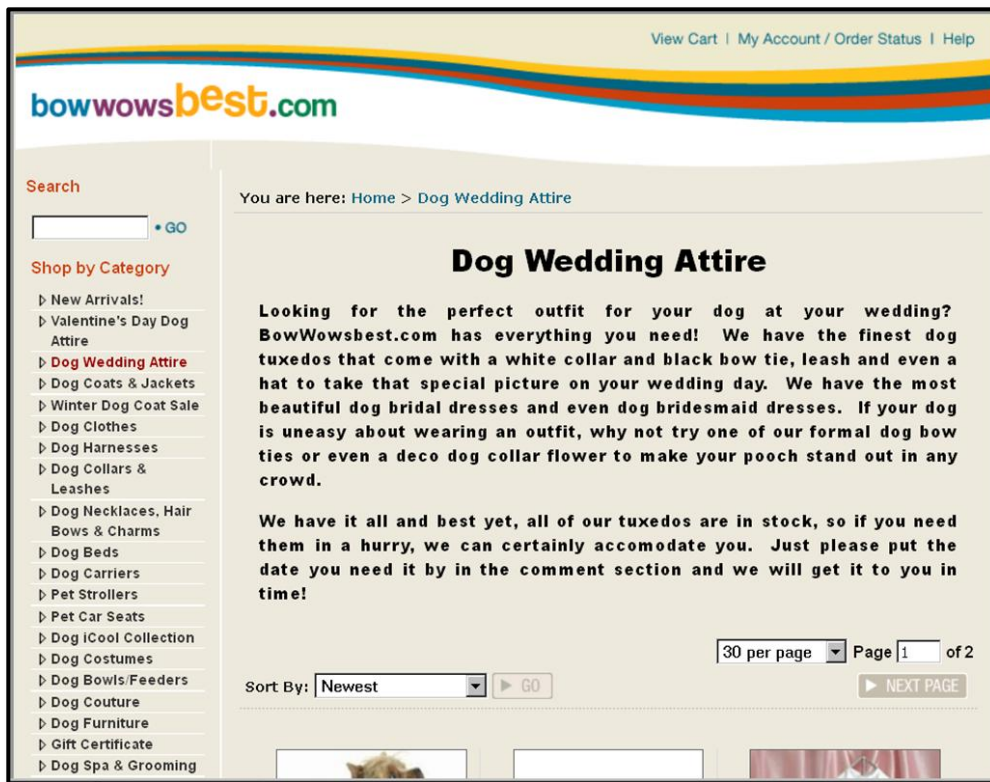
## Category Page Metatags

1. Use one to three keywords (or phrases) per page
2. The products have specific keywords on their pages.

**See the next page for before and after examples. →**

## Appendix: Before and After Photos of Sample Page

### Before:



### After: (Note: This is a mocked-up sample, not actually from the website)

