Creating your website

Understanding and updating website copy

breathe

Welcome

Welcome to your guide to getting started with Breathe website copy.

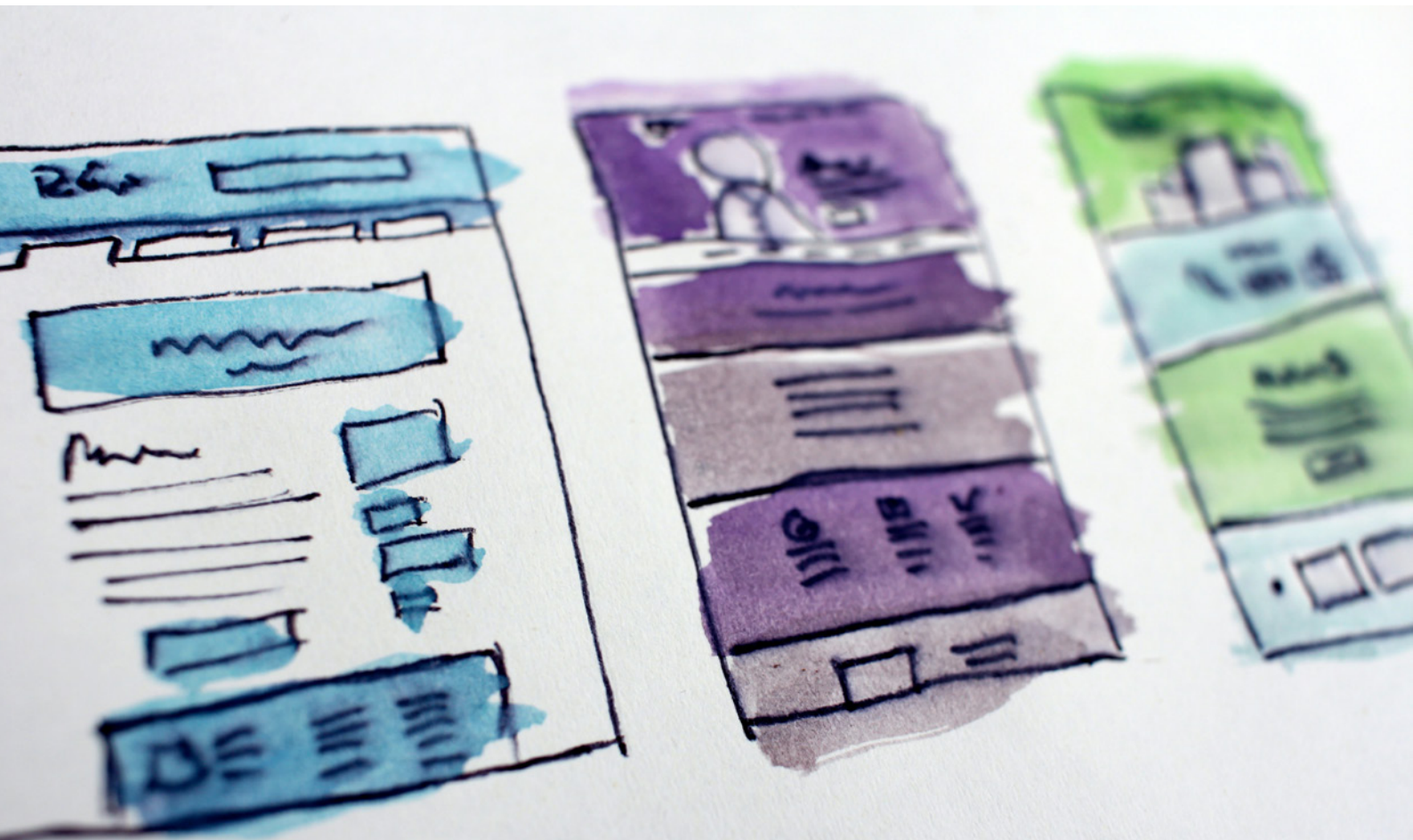Putting information about your services online is great for two reasons:

1. Potential clients can see what your services are

2. It helps you rank on Google through SEO.

The more unique your wording, the better the score and, as a result, the higher up on a search you will appear. It also helps to link to high authority websites. Luckily, we've worked hard at Breathe to maintain our domain rating. This means that when you shout about Breathe and link back to our site, you'll get a boost up the SEO charts too.
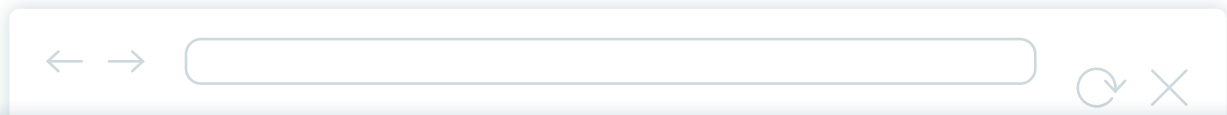
Also, please note 'employees' are now 'people', and they can be classed as Employees, Volunteers or Contractors when setting up a new starter. Feel free to include this in your website copy.

Feel free to peruse this document, we've included several paragraphs for web copy inspiration, so take what you want and chop and change at your will.

We recommend that you pick a paragraph from each section and include screen shots – plus a download – that the client can take away.

Website copy examples

Example Headers

HR software designed to tame your HR chaos

HR software for your growing business
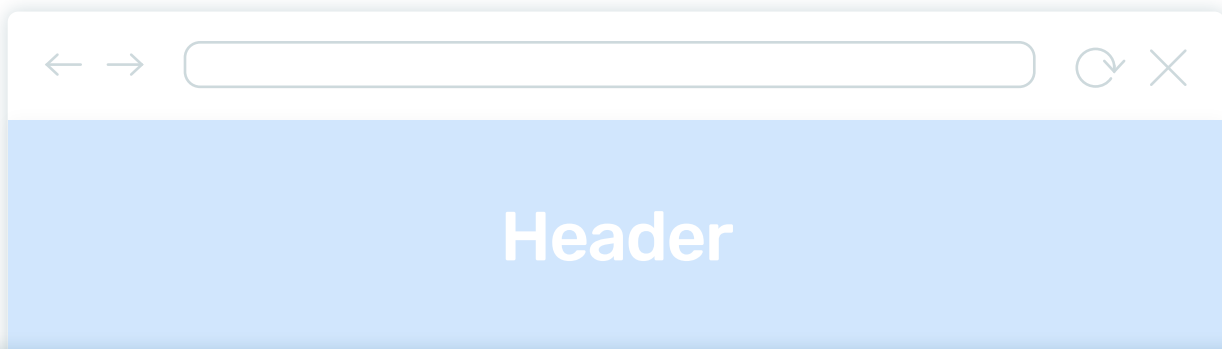
Online user management system

Easy-to-use HR software designed for SMEs

Simplify and automate your people management

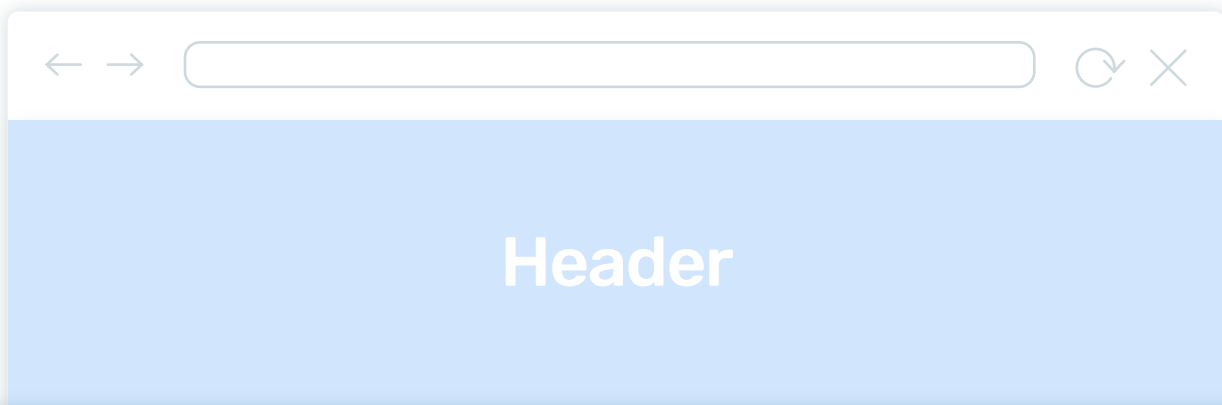Body text

Call to action

Confidential

Header

Body text example 1

- **Centralise records:** One central location for all HR information with user self-service to keep everything up to date.

- **Organise documents**: Keep all user documents safe and publish policies and templates online.

- **Book holidays:** Manage holiday bookings and absence allowances with a simple online approval process.

- **Manage sickness:** Take control of sickness – every absence is logged, approved and analysed in your HR system.

- **Improve performance:** Standardise the way you manage performance and keep track of objectives.

- **Tasks/ reminders:** Manage day-to-day user tasks from the HR Dashboard with email reminders and onscreen notifications.

- **Streamline reporting:** Keep track of what's happening. Report library and one-click data export makes management & HR reporting a breeze.

- **Expenses:** Manage expense claims. User completes a claim for managers to approve.

- **API:** Streamline your favourite systems with Breathe's API to save even more time.
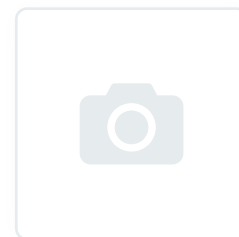
Call to action

Confidential

Header

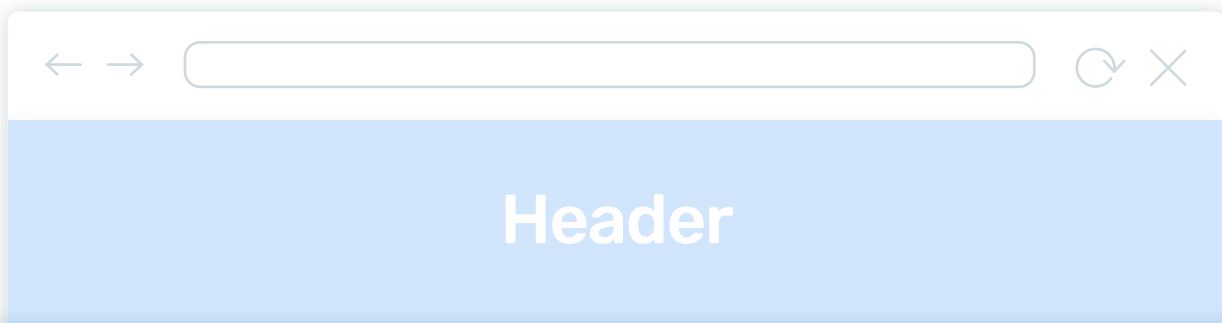## Body text example 2

People admin software your team will love.

Intuitive, straightforward and user-friendly.

The success of your company is about managing your people — not paper. By focusing on simplicity and ease of use, Breathe is a cloud-based HR software solution designed to tame the chaos, so that you can get out from behind the desk and lead your people. Cumbersome HR systems are officially a thing of the past. Keeping all your user information in one place and automating all those time-consuming human resource administrative tasks, Breathe transforms the way you do HR.

With customisable reports, automated and streamlined processes, this HR system gives you the tools you need to support your business.

Call to action

Header

Body text example 3

Centralise user data
A system where you can easily and safely access all your HR data from anywhere with internet connection.

Approve and monitor holiday requests
Holiday management is simple with a straightforward holiday allowance display, user-self-service, and a central holiday calendar.

Manage user absence
Easily manage and monitor sick leave and absences with the manager dashboard, central calendar and reports functionality.

Streamline reports
Spot important trends by generating custom reports that show only the information you need.

Organise documents
Securely store or share documents with specific users, knowing that all your company and userdocuments are in one easy-to-use location.

Track expenses
Easily manage expense claims and generate reports to help calculate budgets and spot trends.

Set permissions & organise
Set line manager and user permissions to simplify your day and use the automatically generated tasks and email reminders to keep you on track.

Boost performance
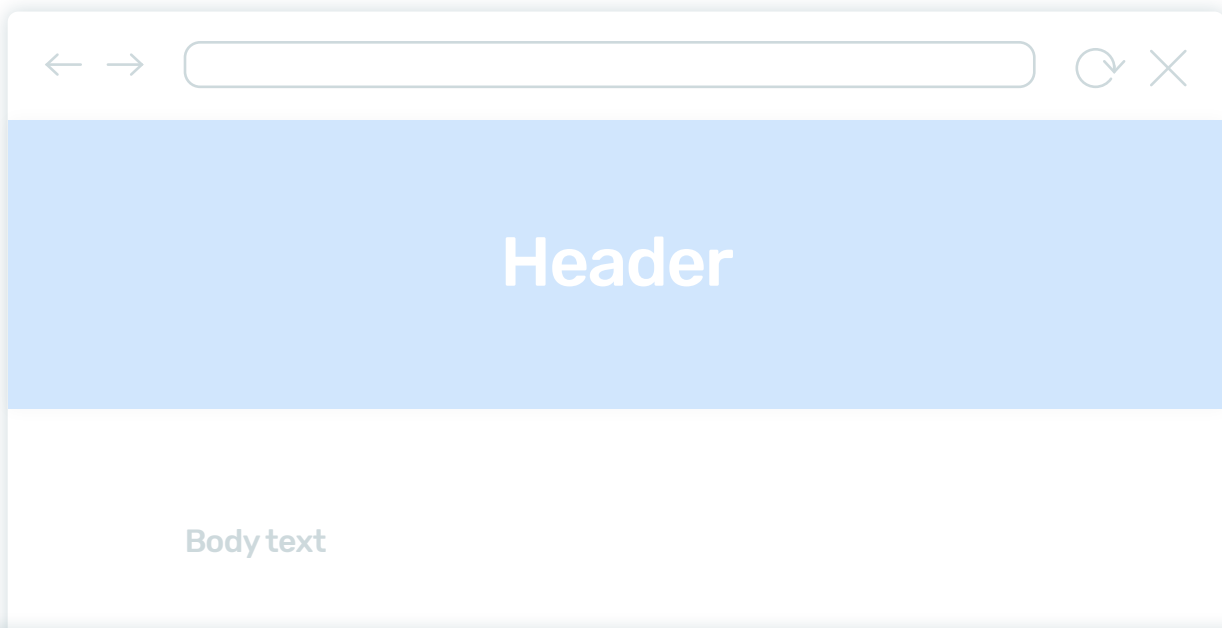Promote peer-to-peer recognition and give praise, manage appraisals, increase communication channels, set one-to-one meetings and manage objectives.

API system integration
Streamline information across your favourite systems and be rest assured knowing that your data has synced perfectly between platforms.
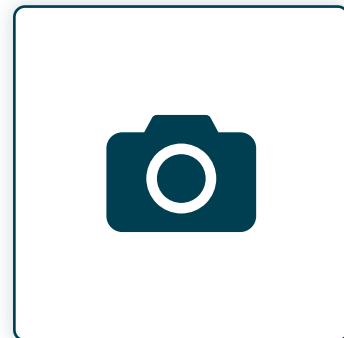
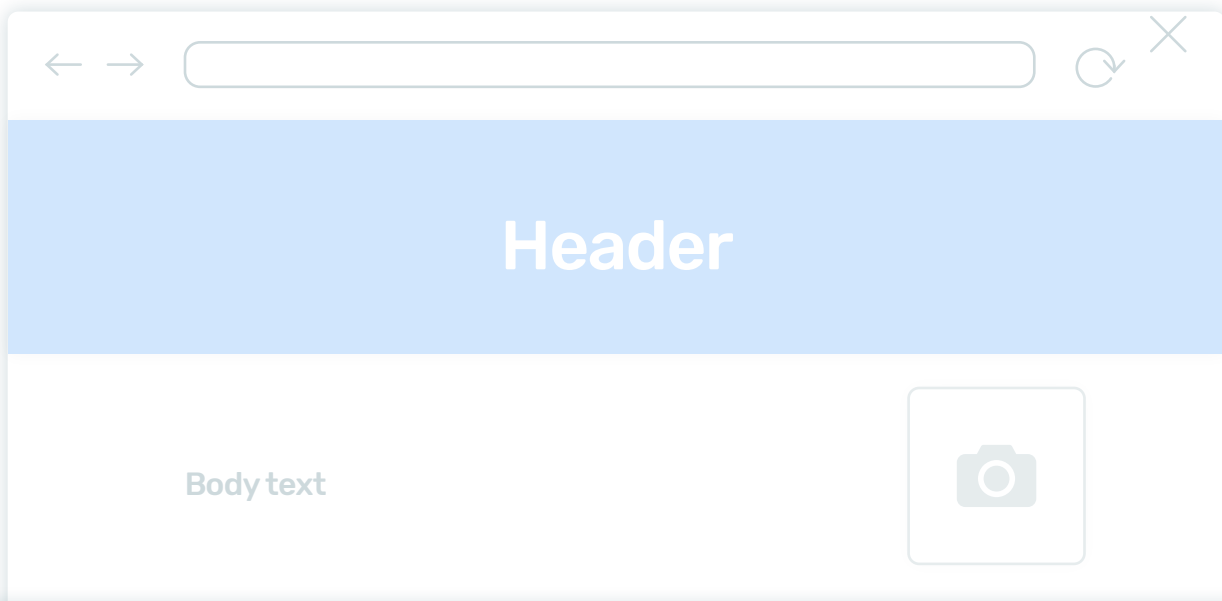Call to action

Header

Body text

Screenshots

Remember to add screenshots

We recommend using your demo account (which includes your logo) to take and add screenshots and/or videos to your webpage.

Download screenshots

Call to action

Header

Body text

Call to action examples

Discover how Breathe can help your business and contact us today.

Control your user data and admin with Breathe and see how much time you have to spend on developing your people and business goals. HR features include user profiles, absence management, performance, training and reports.

Request a demo now.

Pack up your holiday troubles and sign up to Breathe, the UK's leading people-admin software for small business.

Looking for an easier way to manage holiday at work?
Sign up to Breathe and book in minutes.

Free yourself from the holiday management nightmare, contact us today.

Breathe brand notes
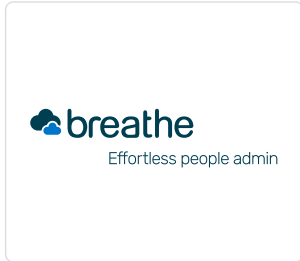
Breathe logo

Writing about our brand

Our brand name is **Breathe**. It's a verb but we use it as a noun.
Therefore, to avoid confusion, we always write our name with a capital 'B', like this: Breathe.
This should happen regardless of where Breathe appears in a sentence – it ensures Breathe always looks like a title.

Colour palette

R0 G62 B81
HEX/HTML #003E51

R24 G131 B246
HEX/HTML #1883F6

Breathe brand notes continued

Please don't alter the relationship of the logo and tagline - we like it how it is.

Please don't alter the relationship of the brandmark (the clouds) or the logotype (Breathe text)

Please don't add shadows or effects to the logo. It's SO 1997.

Please don't use the logo in a non-brand colour. Yuk.

Two clouds is quite enough, thank you.

Yes it's Comic Sans. Yes it's bad. (Please don't change the font)

Logo files and brand assets

Click here to download the brand pack folder.

Download brand pack

Confidential