

Copy write TK Digital website

24 June 2026

TK Digital — Full Website Copy v5

Based on: Completed TOV Questionnaire (v2)

Voice: Direct, Approachable, Sharp

Pronoun: "We" (company-first; Tom Kelly named on About page only)

Formality: Plain English, no jargon. Style B: "We run your ads properly and show you what you got for the money."

Banned language: data-driven, AI-led, revolutionary, "expert" used loosely, agency jargon

Messaging priority: 1. Full-service 2. Direct access 3. Honest 4. Results-focused 5. Qualified 6. Local

PAGE 1: HOMEPAGE

Hero section

Headline:

One team. Every part of your marketing sorted.

Subheadline:

Websites, ads, SEO, email campaigns and strategy. All from one consultancy that actually picks up the phone. We work with SMEs across Longford, the Midlands and Dublin.

CTAs: Get in Touch | See Our Work

Stats row:

- 15 Years in marketing
 - MSc Marketing qualified
 - 7 Services under one roof
 - 1 Point of contact, always
-

About section (homepage)

Heading:

Your marketing department, without the department.

Body:

Most small businesses don't need a big agency. They need one reliable team that handles the lot. Websites, ads, SEO, email, strategy. All moving, all joined up.

TK Digital works directly with SMEs across Longford, the surrounding counties and Dublin. No account managers. No juniors doing the work while someone else takes the credit. You deal with us, and we deal with your marketing.

CTA: Work with TK Digital

Services section (homepage)

Heading:

Seven services. One point of contact.

Subheading:

Everything your business needs to grow online, handled from start to finish. No juggling three different suppliers who don't talk to each other.

Service cards:

- **Website Design & Development**
Custom WordPress websites built to look the part and bring in enquiries.
 - **Search Engine Optimisation**
Get found on Google by people already looking for what you sell.
 - **Meta Ads**
Facebook and Instagram advertising that puts the right offer in front of the right people.
 - **Google Ads**
Show up the moment someone searches for your service, and know what you got for the spend.
 - **Email Marketing**
Campaigns, automations and newsletters that keep your business in front of the people who matter.
 - **Marketing Consultancy**
A senior marketing brain on call, without hiring someone full-time.
 - **AI Upskilling**
Practical AI training that saves your team hours every week. Not a ChatGPT walkthrough.
-

Work section (homepage)

Heading:

See what working together looks like.

Subheading:

Irish businesses. Measurable outcomes. We let the results do the talking.

[Case study cards to be populated when project pages are built out]

Contact section (homepage)

Heading:

Let's have a conversation.

Body:

No sales pitch. No obligation. Just a straight chat about what your business needs and whether we can help. Drop us a message and we'll come back to you within 24 hours.

- Email: hello@tkdigital.ie
- Phone: +353 (0)42 000 0000
- Location: Based in Longford, working with businesses across Ireland

Form fields: Name, Email, Phone, Service (dropdown), Message

Footer

[About](#) | [Services](#) | [Work](#) | [Contact](#)

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PAGE 2: ABOUT

Section 01: Intro

Heading:

The people doing the work are the people you talk to.

Body:

TK Digital has no layers. There's no salesperson, no project manager relaying messages, no junior doing the work behind the scenes. When you hire us, you work with us. Directly.

Section 02: Who we are

Heading:

One team. No middlemen.

Body:

TK Digital is led by Tom Kelly, a Longford-based marketing consultant with close to 15 years of hands-on experience and an MSc in Marketing. We've built websites, run ad campaigns, written strategies and grown businesses across every sector from finance to e-commerce, with everything in between.

Big agencies put a salesperson in front of you and hand the work to someone you'll never meet. Freelancers disappear. TK Digital sits between the two. You get the range of a full team and the accountability of one person who knows your business inside out.

Key facts:

- 15 Years in marketing
- MSc in Marketing
- Based in Longford
- Direct access, always

Stats:

- 50+ Websites built
 - €2.5M+ Managed in ad spend
 - €15M+ Generated in revenue
-

Section 03: What we cover

Heading:

Everything you need, one team.

Service links:

Website Design & Development | SEO | Meta Ads | Google Ads | Email Marketing | Marketing Consultancy | AI Upskilling

CTA: View all services

Section 04: How we work

Heading:

Straight talking, focused on what matters.

Principles:

- No jargon. We speak plain English. If we can't explain it simply, we don't say it.
 - Enquiries over vanity metrics. We care about leads, sales and phone calls, not impressions that go nowhere.
 - Honest by default. If something isn't worth your money, we'll say so. We'd rather keep a client for years than squeeze a quick fee out of a bad idea.
-

Section 05: CTA

Heading:

Think we might be a good fit?

Body:

Get in touch and tell us about your business. No pressure, no script.

CTA: Get in Touch

PAGE 3: SERVICES (main page)

Hero

Heading:

Everything you need to grow. One team, one conversation.

Body:

Start with one service or bring us in across the board. Either way, you deal with one experienced team that sees the full picture. Websites, SEO, paid ads, email, strategy and AI training, all working together.

Services grid

Heading:

Seven services. One point of contact.

Subheading:

Start with one or combine several. No chasing three different suppliers.

Cards:

- **AI Upskilling**
Practical training that makes AI useful in your day-to-day, not another thing on the to-do list.
 - **Google Ads**
Show up the moment someone searches for what you sell, and see exactly what your spend delivered.
 - **Marketing Consultancy**
A senior marketing brain on call. No salary, no notice period, no office chair.
 - **Meta Ads**
Facebook and Instagram advertising that turns scrollers into enquiries.
 - **SEO**
Get found by the people already searching for what you do. We focus on the keywords that bring in business, not just traffic.
 - **Website Design & Development**
Custom WordPress websites that look right and work hard. Built for enquiries, not just aesthetics.
 - **Email Marketing**
Newsletters, automations and campaigns that keep your business front of mind with the people most likely to buy.
-

CTA

Heading:

Not sure where to start?

Body:

Tell us what you're trying to do and we'll point you in the right direction. No hard sell. Just honest advice.

CTA: Get in Touch

PAGE 4: WEBSITE DESIGN & DEVELOPMENT (individual service page)

Hero**Heading:**

Websites that bring in business.

Body:

We build custom WordPress websites for Irish SMEs. Every site is designed to look the part and do the work: bring in enquiries, make your phone ring, and give people a reason to trust you before they ever pick up the phone.

What you get**Heading:**

What a TK Digital website includes.

- Custom WordPress design, built from scratch. No off-the-shelf templates.
 - Mobile-friendly across all devices.
 - SEO foundations built in from day one, so Google can find you.
 - Contact forms, calls to action and clear user journeys designed around getting enquiries.
 - Full ownership. Your site, your hosting, your content. No lock-in.
 - Training so you can update the basics yourself if you want to.
-

Why it matters**Heading:**

Your website is your best salesperson.

Body:

It works 24 hours a day. It never calls in sick. And for most of your customers, it's the first impression of your business they'll ever get. If it looks tired, loads slowly, or doesn't make it obvious what you do and how to contact you, you're losing people before they even consider you.

We build sites that fix that.

CTA

Heading:

Need a website that actually works for your business?

CTA: Get in Touch

PAGE 5: SEO (individual service page)

Hero**Heading:**

Get found by the people already looking for what you sell.

Body:

Search engine optimisation is how you show up on Google when someone types in what you do. We handle the technical work, the content, and the ongoing improvements so your site climbs the rankings and stays there.

What we do**Heading:**

What our SEO service covers.

- Technical SEO audits. We check your site for anything that's holding it back and fix it.
 - Keyword research focused on the searches that actually lead to business, not just traffic for the sake of it.
 - On-page optimisation. Page titles, descriptions, headings, content, all written to rank.
 - Local SEO for businesses that need to show up in their area.
 - Monthly reporting so you can see what's working, in plain English.
-

Why it matters**Heading:**

People trust Google results.

Body:

When someone searches "website design Longford" or "accountant near me," they click the top results. If you're not there, your competitor is. SEO is how you get there, and how you stay there month after month.

We don't promise page one overnight. We do the work properly and show you the progress.

CTA**Heading:**

Want to show up when it matters?

CTA: Get in Touch

PAGE 6: GOOGLE ADS (individual service page)

Hero

Heading:

Show up the moment someone searches for your service.

Body:

Google Ads puts your business at the top of the search results, right when someone is actively looking for what you offer. We set up the campaigns, manage the spend, and make sure you know exactly what you got for your money.

What we do

Heading:

What our Google Ads service covers.

- Campaign setup and structure, built around the searches that matter for your business.
 - Ad copy that's clear, direct and written to get clicks from the right people.
 - Budget management. We watch the spend daily so nothing gets wasted.
 - Landing page recommendations so the traffic actually converts once it arrives.
 - Monthly reporting in plain English. What you spent, what you got, what we're changing next.
-

Why it matters

Heading:

You only pay when someone clicks.

Body:

Google Ads is one of the few channels where you can reach people the moment they need you. Someone searches "plumber Longford" or "accountant Dublin," your ad appears, they click, they call. That's it. No guesswork about whether people saw your billboard.

The catch is that poorly managed campaigns burn through money fast. We make sure yours doesn't.

CTA

Heading:

Ready to put your business in front of the right people?

CTA: Get in Touch

PAGE 7: META ADS (individual service page)

Hero

Heading:

Facebook and Instagram ads that turn scrollers into enquiries.

Body:

Meta Ads put your business in front of the right people on Facebook and Instagram, even if they've never heard of you. We handle the targeting, the creative, the budget and the reporting.

What we do

Heading:

What our Meta Ads service covers.

- Audience targeting based on location, interests, behaviour and lookalikes.
 - Ad creative and copy that stops the scroll and makes people act.
 - Campaign setup across Facebook, Instagram and Messenger.
 - Retargeting for people who visited your site but didn't get in touch.
 - Monthly reporting. What you spent, what you got back, and what we're testing next.
-

Why it matters

Heading:

Reach people before they even search.

Body:

Google Ads catches people when they're already looking. Meta Ads catches them earlier, when they're scrolling through their feed and your offer grabs their attention. Both matter, and they work well together.

The difference between a Meta campaign that works and one that wastes money comes down to targeting and creative. We get both right.

CTA

Heading:

Want ads that bring in business, not just likes?

CTA: Get in Touch

PAGE 8: EMAIL MARKETING (individual service page)

Hero

Heading:

Stay in front of the people who already know you.

Body:

Email is still one of the most effective ways to keep your business top of mind. We design the emails, write the copy, set up the automations, and manage the campaigns so your customers hear from you regularly without it taking up your week.

What we do**Heading:**

What our email marketing service covers.

- Email campaign design and copywriting.
 - Newsletter setup and ongoing management.
 - Automated sequences: welcome emails, follow-ups, re-engagement.
 - List management and segmentation so the right people get the right message.
 - Performance reporting. Open rates, click rates, and what's actually driving action.
-

Why it matters**Heading:**

You've already done the hard part.

Body:

Getting someone's email address means they're interested. Most businesses collect those addresses and then do nothing with them. That's money left on the table.

A well-timed email to someone who already knows your name is worth more than a hundred cold impressions. We make sure those emails go out, look good, and give people a reason to come back.

CTA**Heading:**

Want to make more of the contacts you already have?

CTA: Get in Touch

PAGE 9: MARKETING CONSULTANCY (individual service page)

Hero**Heading:**

A senior marketing brain, without the full-time hire.

Body:

Not every business needs a full marketing team. But most need someone who can look at the full picture and tell them where to focus. That's what we do. Think of it as a fractional marketing department: senior experience, on call, without the salary or the overhead.

What we do

Heading:

What our consultancy service covers.

- Marketing strategy and planning. Where to spend, what to prioritise, what to ignore.
 - Campaign planning across digital and traditional channels.
 - Brand positioning and messaging. Making sure what you say matches what you do.
 - Competitor analysis. What your competitors are doing online and where the gaps are.
 - Ongoing advisory. Monthly or quarterly check-ins to keep things on track.
-

Why it matters

Heading:

Most SMEs don't have a marketing person.

Body:

You're the business owner, the operations manager, the HR department, and the marketing team all at once. Something always slips, and it's usually marketing.

We step in as the marketing function you don't have. You tell us what you're trying to achieve, we tell you how to get there, and we help you do it. No jargon, no 40-page decks, just clear advice and a plan you can actually follow.

CTA

Heading:

Need a marketing plan that makes sense?

CTA: Get in Touch

PAGE 10: AI UPSKILLING (individual service page)

Hero

Heading:

AI training that saves your team hours every week.

Body:

AI tools are changing how businesses work, but most people don't know where to start. We run practical, hands-on training sessions that show your team how to use AI in their actual jobs. Not a lecture. Not a generic ChatGPT demo. Real tools, applied to your real workflows.

What we do

Heading:

What our AI upskilling covers.

- One-to-one or group training sessions, in person or remote.
 - Tailored to your industry and your team's daily tasks.
 - Practical exercises using real examples from your business.
 - Follow-up support so the training sticks.
 - Suitable for any experience level, from complete beginners to people already tinkering.
-

Why it matters

Heading:

Your competitors are already using it.

Body:

AI isn't coming. It's here. The businesses that figure out how to use it well will save time, reduce costs, and move faster than those still doing everything manually.

We're not selling the hype. We'll show your team which tools are actually useful, which ones are a waste of time, and how to build AI into the work they're already doing. If something isn't worth using, we'll say so.

CTA

Heading:

Want your team working smarter, not just harder?

CTA: Get in Touch

PAGE 11: WORK / CASE STUDIES

Hero

Heading:

See what working together looks like.

Body:

We work across every sector, from finance to retail, hospitality to professional services. Here's a selection of projects we've delivered for Irish businesses.

[Project cards to be added as case studies are approved. Each card should include: client name (with permission), project type, one headline result, and a link to the full case study.]

CTA

Heading:

Like what you see?

Body:

Every project starts with a conversation. Tell us about your business and we'll tell you what we can do.

CTA: Get in Touch

PAGE 12: CONTACT

Hero

Heading:

Get in touch. We'll keep it short.

Body:

Fill in the form below and we'll come back to you within 24 hours. No automated replies, no sales funnel, just a straight response from someone who can actually help.

Contact details

- **Email:** hello@tkdigital.ie
 - **Phone:** +353 (0)42 000 0000
 - **Location:** Based in Longford, working with businesses across Ireland.
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Form

Fields: Name, Email, Phone, Service of Interest (dropdown: Website Design, SEO, Google Ads, Meta Ads, Email Marketing, Marketing Consultancy, AI Upskilling, Not Sure), Message

Submit button: Get in Touch

Confirmation message:

Thanks for getting in touch. We'll be back to you within 24 hours.

Footer

About | Services | Work | Contact

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COPY NOTES FOR DEVELOPER

- All pricing references removed per questionnaire.
- Service count updated to 7 (email marketing added).
- Service dropdown on contact form includes all 7 services plus "Not Sure."
- Case study / project pages are placeholder. Copy is ready for when project content is approved.
- Phone number appears to be a placeholder. Confirm with Tom before launch.
- Tom Kelly is mentioned by name on the About page only. All other pages use "we" and "TK Digital."