

# Website content checklist:

**To help us determine how your website should be designed please consider the following:**

Who is your target audience? (interests, ages, professions, etc.)

Review your competitors' websites and note the look, "feel" and positive aspects of their sites.

List your likes and dislikes.

Do you want to "mirror" the look of your current marketing materials or create a new look?

*Together we will discuss your ideas and collaborate on a design best suited to you and your business.*

**Website Content Suggestions:** *You may want to include any or all of the following on your website.*

**Website Contact Information:** Provide a way for visitors to respond to you. Business name, Address, Phone and fax numbers, email address(es), Business hours

**Background Information:** Including an "About Us" webpage on your site has a double advantage. Search engines favor sites with an About Us page and so do potential clients. About us pages contain information about the company, its history, staff, etc. Visitors can get a glimpse into who you are and why they should choose you.

**Services:** Provide your visitors with a detailed description of the services you offer. This can be done using a list format, paragraph format or combination of both.

**Images:** Images, such as your logo or photos of your establishment, can help your visitors get to know you, your location, help emphasize a point, and contribute to the "feel" of your site as well.

**Forms:** Forms allow you to request specific information from your visitors. This method helps to ensure that you obtain the type of contact information you want, the visitor's email address and any other information you may need.

This information is returned to you in the form of an email.

**Frequently Asked Questions:** Preparing and including a "Frequently Asked Questions" page enhances both user-friendliness and search-engine friendliness. Visitors go to this page for quick answers to common questions regarding your services.

**Helpful Information:** Your website should be informative and interactive. Downloadable documents are a very effective way to inform, engage and boost search engine results. These documents could include service or product related "How-To" and Resource Information, Coupons, Gift Certificates, etc.

**Links:** Help your visitors by providing links to service or product related informational sites. These links will add to your site's interactivity and will enhance your search engine placement. You could use links to industry associations, organizations, and anything else you think your visitors may be interested in.

**Guarantee:** A guarantee is a great way to increase consumer confidence. Visitors will choose to do business with a company that provides a guarantee over a company which does not offer one.

**Testimonials:** Providing potential clients with positive feedback from existing clients is another great way to help build confidence in your company and its services.

**Terms and Conditions:** Your terms and conditions of sale should be included on your website.

## HOW TO SUBMIT YOUR CONTENT TO US:

*Before you send your materials please read the following!*

If you have any questions about how to supply us with your materials, please call or email us. We are here to help you!

**All content should be provided using pc platform** (i.e. Windows). Mac clients are urged to call before preparing their content. Please restrict your file names to 10 characters.

**Images, Photos, Line Art, Logos:** Images should be supplied as .jpg, .tiff, .pdf, .wmf, .gif, and .bmp files and should be sent individually using email.

**Text:** Text files can be created using Microsoft Word, Windows Notepad, or by entering the text directly into an email.

If you choose to compose your text in an email be sure to send a copy of the email to yourself and save it!

**Sending your content to us:** Most content can be sent via email. If another medium is required we will guide you through the process. Just give us a call at 813.679.8885