

Website Content Creation Guide



We have created this document to help you communicate your website ideas to our team.

Please help us to make the best possible website for your business, by providing detailed and clear information.

Please either print this document or add in content directly.

As time poor business owners, we have found that many of our clients find it a challenge to prepare content for their website. As such, it is often a wise idea to schedule in some quiet time to complete this task, when you will be free of interruptions and phones ringing.

Before starting, browse the web to check out similar websites in your industry. Then move to a quiet office or café with your laptop, or a printed copy of this document. Even better, head outside to a park to super-charge your creative energies!

Please contact us if you have any questions or need our help.

Your Website Domain

Any Other Website Domains?

Pages on your Website

Websites typically have a top level menu with headings like Home, About Us, Our Products, Our Services, Contact Us. These top items typically have sub-menu items. Please provide your ideas on the structure of your website.

Description and history of your business

Are you selling products on your website? What are your product categories / products?

Your Services & Service Categories

What is the unique point of difference of your business?

What special offers can be show-case on your website?

Guarantee

Do you have a guarantee relating to your business, products or services that we can show-case on your website?

What are some of the websites of your online competitors?

Call to Action

All websites should encourage the user to take action. Examples include signing up to a booking form, newsletter, special offer, requesting a consultation or brochure, a free product sample. What call to actions would you like to use?

Target Market / Customer Segments

Please list in order of highest to lowest priority, the target market of your website. Please list the areas you are able to service.

Contact Us Information

Please include information on your business phone numbers and locations, as well as appropriate staff contact details for different business functions.

Any other content?

Please supply us with the following if relevant:

- Logo files in digital format.
- Any images you require on the site that are not available to us e.g. business, product and staff photos.
- Any print brochures / marketing materials.
- Customer testimonials
- Extensive details of your products and services.

Other content / pages you would like to see on your website

Examples include:

About Us, Our Staff & bios, location information, special offers, business history, detailed information on your service and product offerings, partner pages, payment details, video pages, article pages, FAQs, product support, usage and instructions, testimonial and our client pages, case studies, brochure and catalogue download pages, newsletters, any and all information relating to your products and services.

If possible please provide extensive information to us on additional pages.