

## ☐ What is content?

Content is text, images, links, videos and documents. Each type of content should have a Title, Description or links to explain what the reader is looking at. If you are sending content to your Webmaster, make sure that you specify what PAGE / SECTION you would like this content added.

## ☐ What sections of my website need content?

Different pages need different content. Each page may have one or more sections of content that is organized with Titles, Lists or Paragraphs. Depending on the amount of content you want on a page or section will determine the speed of the page, the speed of navigation, and the best layout for design of that specific content. Having too much content may overwhelm a visitor, so it is important to allow your webmaster to give you pointers on the best way to organize the content so that a visitor can digest it better. This is why it is extremely important to have ALL content ready BEFORE development begins (so that the webmaster can properly plan the layout of your website).

## ☐ Content for the Header / Footer area

You can add or delete content from this area. These are the types of content commonly found in the Header / Footer area:

- ☐ Logo (Square shaped, Circular shaped, Horizontal, Vertical, etc)
- ☐ Navigation Menu to Pages or Sections of your website / external sites
- ☐ Legal Links (Cookie Policy, Terms and Conditions, Privacy Policy, etc)
- ☐ Contact Information (Phone, Email, Address, Hours of Operation, etc)
- ☐ Certification Emblems or Other Awards
- ☐ Call to Action (Sign On, Contact Us, Visit Store, Search Bar, Cart, etc)
- ☐ Social Media Links (Facebook, LinkedIn, Twitter, Instagram, etc)

## ☐ Home Page / Landing Page / Splash Page

You can add or delete content from this area. These are the types of content commonly found on the Home page:

- ☐ Hero Image or also called Banner Image
- ☐ Main Headline or Title
- ☐ Tagline / Catchy phrase
- ☐ Short text description that explains: who you are, what you do, for whom you do it for, and why should your website visitors care
- ☐ Titles / Paragraphs explaining in more detail what you wrote about above
- ☐ Main / Relevant Content that explains what they will find on your website and links to those pages or other sections of your site
- ☐ Call to Action Button (Sign On, Contact Us, Visit Store, How to get started, etc)
- ☐ SEO: Page Title, Page Description, Page Keywords

## ☐ About Page

You can add or delete content from this area. These are the types of content commonly found on the About page:

- ☐ Hero Image or also called Banner Image
- ☐ Main Headline or Title
- ☐ Tagline / Catchy phrase
- ☐ Company Description: location, who you are, what you do, etc
- ☐ Mission: what problems do you solve and for whom?
- ☐ Short Intro about You: show you are likable, relatable, approachable.
- ☐ Team Members: names, positions, short bio, social links, email, etc
- ☐ Certifications, Memberships, Partnerships, Accreditations
- ☐ Credibility enhancers: qualifications, awards, featured-in famous publications, endorsements from recognized experts, statistics
- ☐ Testimonials: description, name, location, date, rating, image
- ☐ Call to Action Button (Sign On, Contact Us, Visit Store, etc)
- ☐ SEO: Page Title, Page Description, Page Keywords

## ☐ Products/Services Page

You can add or delete content from this area. These are the types of common content found on the Products / Services page:

- ☐ Hero Image or also called Banner Image
- ☐ Main Headline or Title
- ☐ Tagline / Catchy phrase
- ☐ Services Summary: Short description of what you offer, what it is, who is it for, demonstrate importance, focus on benefits, what makes yours unique
- ☐ Service Items: Title, description, link to call to action (what do you want them to do? Call? Book an appointment? Pay now? etc)
- ☐ Products Testimonials or Ratings
- ☐ Products Categories
- ☐ Products Items: Title, Description, Price, Variations, Category, Tags
- ☐ Documents: Title, Description, Document Link / File
- ☐ Images: Title, Description
- ☐ SEO: Page Title, Page Description, Page Keywords

## ☐ Blog / News Page

You can add or delete content from this area. These are the types of common content found on the Blog / News page:

- ☐ Hero Image or also called Banner Image
- ☐ Main Headline or Title
- ☐ Tagline / Catchy phrase
- ☐ Categories, Tags, Keywords
- ☐ Post / Articles: Title, Description, Links, Author, Dates
- ☐ Images: Title, Description, Keywords for SEO
- ☐ SEO: Page Title, Page Description, Page Keywords

## ☐ Process / Procedures / FAQ Page

You can add or delete content from this area. These are the types of common content found on the Process / Procedures / FAQ page:

- ☐ Hero Image or also called Banner Image
- ☐ Main Headline or Title
- ☐ Tagline / Catchy phrase
- ☐ Items: Title, Description, Question, Answer, Date Last Updated, Links
- ☐ Documents: Title, Description, Document Link / File
- ☐ Images: Title, Description, Keywords for SEO
- ☐ Videos: Title, Description, Keywords for SEO, Link or File
- ☐ SEO: Page Title, Page Description, Page Keywords

## ☐ Contact Page

You can add or delete content from this area. These are the types of common content found on the Contact page:

- ☐ Hero Image or also called Banner Image
- ☐ Main Headline or Title
- ☐ Short instructions of what visitors should expect after filling out form
- ☐ Map: Title, Address, Location, mailing address
- ☐ Single location or multi location
- ☐ Contact Information: Phone numbers, email address (per department)
- ☐ Office hours / hours of operation, specify if by appointment only
- ☐ Email address to send form notifications
- ☐ Contact Form Fields: what information do you want to collect?
- ☐ SEO: Page Title, Page Description, Page Keywords
- ☐ Areas services, Departments of each Team / each location, links
- ☐ Business numbers, licence numbers, etc
- ☐ Premises images: Title, Description, Keywords for SEO
- ☐ SEO: Page Title, Page Description, Page Keywords

## ☐ SEO

- ☐ Target Keywords: overall for content on all pages
- ☐ Target Audience
- ☐ Page Titles & Descriptions: this is an example of what this would look like on Google search results

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## ☐ Images

- ☐ High resolution images
- ☐ Too many stock photos will make website look generic and impersonal
- ☐ It is best to hire a professional photographer
- ☐ Title, description or keywords for ADA Compliance
- ☐ Photographer name, date taken, location, etc

## ☐ Fonts

- ☐ Using more than 3 fonts will make website look amateurish
- ☐ Make sure to provide all font files to your webmaster for uploading
- ☐ Use a font pairing program to determine the best font combinations
- ☐ Avoid using too many 'fancy' and non-legible fonts

## ☐ Colors / Branding / Logo

- ☐ Prepare multiple versions of your logo: white, black, grey, color
- ☐ Transparent backgrounds and PNG files work best
- ☐ It is best to hire a professional logo designer (not a graphics artist)
- ☐ Home-made logos and screenshots will make website look amateurish
- ☐ Colors should be balanced throughout website
- ☐ Pick neutral colors to match with your colors for ADA compliance
- ☐ Beware that some colors make text hard to read on mobile devices
- ☐ Provide specific HEX # / color codes to use throughout the site

## ☐ Legal Text / Compliance

- ☐ It is best to hire a lawyer or verified online service to create legal script
- ☐ Contact your location government to find out what is required for you
- ☐ Provide legal text, if any: Privacy Policy, Cookie Policy, Accessibility Notice
- ☐ Other possible legal: Terms of Use, Terms and Conditions, Refund Policy