

Handy Website Content Checklist

Not sure where to start gathering together content for your new website? Use this handy checklist to guide you through the process. This is a general list made as a guide, so add and subtract content as necessary.

How to use this checklist

The table below explains the terminology and information you may like to provide for each page of your website. Following, are four blank tables provided for the most common website pages, and that can be duplicated for further pages as required. Fill these out accordingly and give them to the web developer/designer creating your site.

Page Name	This is the page name for internal purposes. For example: Home, About, Products, Services, Contact, Blog, News, Case Studies
Keyword	What is the focus of this page in one word or phrase?
Title	What title should appear on the page? It may or may not be the same as the page name above. For instance, the title on the contact page may be "Get in touch".
Copy	The text content of the page. Don't forget to use subtitles to break up large blocks of content. Subtitles are recommended to help your website guests quickly locate the information they are after, and therefore are smiled upon by the Search Engine Optimization (SEO) gods.
Internal Links	Think about where in your copy, you can link to other pages or content on your website. A network of internal links, tells Google that your content is cohesive and relevant.
Media	Logo, graphics, photos, video, audio, map etc. Place file names or descriptions of the media here.
Call to action (CTA)	Calls-to-action keep visitors progressing through the purchase process, towards your final goal, such as a buying a product or making an enquiry. Create clear calls to action on each page, for example "schedule a consultation" "enquire here" "follow us on Facebook" "sign up for our newsletter" "tell us what you think in the comments below."

HOME	HINT: Consider what your company does for your customer. Focus on customer needs and their pain points - what value/solutions do you provide?
Keyword	
Title	
Copy	
Internal Links	
Media	
Call to action (CTA)	

CONTACT	HINT: How can people get in contact with you? A contact form in place of publishing your email address reduces spam. Where is your business physically located? A Google map can be helpful.
Keyword	
Title	
Copy	
Internal Links	
Media	
Call to action (CTA)	

PRODUCTS/ SERVICES	HINT: What products and services do you offer? How do your customers refer to them? Is it different to how you would express them as a professional. Write in the language your customer uses.
Keyword	
Title	
Copy	
Internal Links	
Media	
Call to action (CTA)	

ABOUT	HINT: Who are you? What is your history? Where did you start out? What are you building to in the future? If it's appropriate, include bios and photos for your employees.
Keyword	
Title	
Copy	
Internal Links	
Media	
Call to action (CTA)	

Additional Content

Additional content you may choose to provide for your website includes but is not limited to the below. Note that some additional content may require additional pages to be added to your website structure e.g. it is ideal to have your Privacy Policy on a separate page.

- **Logo** – Vector format preferred, however a .jpg and/or .png are fine
- **Social media** - Account information to be integrated into website e.g. share buttons and/or links to social media accounts.
- **Privacy Policy** – A “Privacy Policy” agreement is required by law if you’re collecting personal data from users. Personal data is any kind of data that can identify an individual: email address, first and last name, billing and shipping address, credit card information etc.
- **Terms and Conditions** - Website Terms and Conditions are not legally required however they are a good idea to address your intellectual property rights. Terms and Conditions may include how the website can be used, such as sharing your blogs with attribution to you, and prohibited conduct e.g. a competitor using your website or its content.
- **Case studies and testimonials** – One of the best ways to market your business is through the power of your existing customers. Not only can they literally tell people how great you are, they can also provide examples of how your products and services can be implemented. What’s more, their narratives are the social proof of success that future customers want to see.
- **Frequently asked questions (FAQ)** – Providing answers to the most common questions that your customers ask can save you time and help maintain customer’s momentum through your sales funnel.
- **404 Error page** – An option to customize the page that will be seen by website visitors if a link becomes broken or other website error occurs.
- **Careers/Hiring information** - Use your website as a recruiting tool by publishing position advertisements or offering a channel for job candidates to contact you. This could be an additional contact form that goes to a specific HR email address.

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