

YOUR WEBSITE CONTENT GUIDE



1. PAGE STRUCTURE (SITE-MAP)

Make a list of all the possible pages you would require. This does not apply for pages within a shop (e-commerce) website. See point 3 for this.

Some 'musts' are: [Home](#), [About us](#), [FAQ's](#), [Postage and Delivery](#), [Contact Us](#)

Write it in the form of your menu navigation order:

[Home](#)

[Our Services](#)

- [Design](#)
- [Photography](#)
- [Illustration](#)

[About us](#)

- [Location](#)
- [Our history](#)
- [Meet the Team](#)

[Contact Us](#)

TIP: Take a look at some other peoples websites similar to your business to make sure you don't miss anything out that is important.

2. CONTENT FOR PAGES

Write the content for each web page in it's own page within a text editor (Word, typepad, TextEdit etc.) Keep to the point without adding unnecessary words or sentences. Viewers want to read the right info on the right page quickly and easily without getting confused.

Break information down into bite-size paragraphs that can be sub-titled. People tend to scan headings and sub-headings to find the right information before reading on.

Keep your language friendly, informal, and jargon free. You will need to [highlight](#) your [keywords](#) in the page/s content as per below.

3. KEY WORDS

[Key words](#) are words that are used within a page's content text (point 2) to highlight what you do.

CARTA GRAPHIC DESIGN

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These are important for search engines to be able to categorise you correctly when performing searches. So, if you sell 'teapots that are handmade in the UK out of porcelain' you might say...



'We design porcelain handmade teapots in our studio down by the sea in Penzance, UK.'

These keywords need to be used within a sentence and not just listed with commas in between in a list form. If you can group them together (like above) to form a phrase all the better but it still needs to be readable. Also, don't go overboard on them, just make them relevant to what you are talking about and don't repeat the same word lots of times in the same paragraph.

4. SHOP (E-COMMERCE)

4.1 Categories - List the different categories you want to list your products under. i.e. Mugs, Teapots, egg cups, aprons, cutlery

4.2 Product information - You will need to collate all the following, and more if you have any other information missed off below, that describes your product to the viewer.

Compulsory: [Image/s](#), [Title](#), [Brief Description](#), [Size](#), [Price](#), [Category/s](#) listed under

You might have other in addition to this such as weight, variation (S,M,L,XL)

4.3 Postage - You will need to work out [how best to send](#) your products to the purchaser. The postage settings can be set in various ways such as: FREE across all products, Table rate (e.g. £0-20 = £3 postage, £20.01 - £50 = £5 postage etc.), by weight.

4.4 Delivery - You will need to [work out delivery times](#) so people know how long items will take to arrive. This is best if you can work out one time to cover all products i.e. delivered within 7 working days.

4.5 Returns policy - [You will need to offer a returns policy by law](#), such as the following: We hope that you are happy with your purchase, however if you are not please return it to us within 14 days and we will be happy to exchange or refund your purchase. We cannot be responsible for returned goods being lost on their way to us. If returning a product to us please retain proof of posting.

4.6 Payment Options - You will need to [set-up a PayPal or other merchant account](#) so that viewers to the site can make a purchase. This typically takes around two weeks to set-up with the preferred provider. Please let me know who you will use before you sign-up so I can check this will be compatible with the system. PayPal, Google Checkout, SagePay and RBS Worldpay are all fine to use.

5. IMAGES

Please supply images in digital format as JPG files. If file sizes are large then please write to a CD and post. If under 1MB then please send individually on email. It is best to have portfolio images as big on screen as possible. If you look at the file info you should see the pixel dimensions.

[Perfect size is around 900 pixels wide](#) x whatever the height is. If you are unsure, just send the best images you have.

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If you can [name the image](#) files relevant to the subject matter this will also help. So, 'black-bicycle.jpg' is better than 'DSC467394.jpg'



6. EXISTING BRANDING

If you have existing branding (logo, colours, fonts etc.) that you currently use and wish to follow through into the website, please forward these on in the best digital format you have.

7. FUNCTIONALITY

What do you want the website to do for you? There are lots of different features a website can perform for you. If you currently have any or have seen others on different websites please list them.

Such things to consider are:

- [Blog](#)
- [Shop](#) (e-commerce)
- [Photo Gallery](#)
- [Newsletter Sign-up form](#)
- [Contact us form](#)
- [Social media Feeds](#) (twitter)
- [Client login](#)
- [Google Map](#)

8. WHAT HAVE I MISSED

If there is anything else you can think of that is missing from the above points, please let me know before we start the build process. It becomes very difficult to implement things after the build has started that were not already confirmed. It might seem insignificant, silly or daft but please list it as you never know!

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