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## Website Content Guide

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We've put together this worksheet to help get you organized when putting together content for your website. We've included some tips we've learned along the way to that we'd like to pass along to you.

### Text

- **Organization is key!** Create a sitemap of your planned pages and type them in a text editor such as Microsoft Word in bullet form. This outline will give you a visual picture of what your main areas and sub-areas are.
- Set up a **separate Word processor file** for each Web page. Use this worksheet to indicate which file names correspond to which Web pages.
- Send us your files as **Microsoft Word files**.
- **Work in chunks of time** if putting content together is overwhelming. Start by writing paragraphs for each page or section and come back to it later to expand on it.
- Remember that **writing for the web is a lot like writing an ad for a magazine or a newspaper**. Your audience does not have a person to associate your content with, so you need to be compelling and make your headlines grab your audience's attention. You also want to create a feeling of professionalism and trustworthiness. Having an interesting story to tell is also a great way to grab and keep your visitors' attention.
- **Create headlines for your pages** by stating what your audience's most prominent "pain" is and state succinctly how you can solve their problem.
- **Don't get too wordy!** People don't like to read long paragraphs of text as a rule. Get to the point and keep your home page content to less than 300 words if possible. More than that and your visitors may have to scroll down the page to read everything. People don't like to scroll and some will just plain leave your site.
- Once you have content **ready, send us your final version**. We can help you massage your content, but we are not expert content writers. If you want expert help, we know plenty of great content writers and we're happy to point you to the right people for your project.

### Graphics

- The quality appearance of your Web site has a lot to do based on the photos or graphics you choose for your Web pages. Clipart can be used, but tends to make the pages look cheesy. **Stock photos are a wonderful option to add quick, affordable, professional results**. A few of our favorites are: [www.istockphoto.com/index.php](http://www.istockphoto.com/index.php) and <http://www.bigstockphoto.com/>



- **Collect graphics in either digitized form or hard copy photos** which we can scan. You can send them to us on a CD, on a jump drive or through email if files are not too large.
- You may want to **prepare captions for each photo** so we can add alt text (which the search engines love by the way). You also might want descriptions for thumbnail photos for your photo gallery or other photos. Again, organization is key here, so be sure to give us the names of your photos and which captions go with them.
- If you need us to prepare **specialized graphic elements** in addition to our custom site graphics, give us a description or include a sketch. We work with graphic designers who are great at re-creating graphics to make them crisp and beautiful. This is often the case with logos that need to be either re-created or have an updated look.
- **We offer stock photo research.** Let us know ahead of time how many photos you'll need for your website project and descriptions. This can add a very polished look easily. Did you know that statistics show that 100% of website visitors will look at a human face if it's in a prominent area of a webpage? Pretty good statistics! So photos are also a useful tool to get and keep your audience's attention.

Below is a table designed to help you keep track of your content and photos or graphics. It is designed for smaller sites, but may be useful. Feel free to use your own form if that is more convenient.

<b>Content Description</b>	<b>File Name for Text</b>	<b>Approx # of words</b>	<b>Photos or Graphics</b> If none state "None"
Home	.	.	.
About the Company	.	.	.
Email/Response Form	.	.	.
Services/Products	.	.	.
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FAQ	.	.	.
Newsletter	.	.	.