

Website Content Creation Guide

Use this document to outline your ideas for your website. Please include as much information as possible and if necessary please include additional pages. Please help us to make the best possible website for your business, by providing quality and detailed information.

Please either print this document or add in content directly.

Your Website Domain

Any Other Website Domains?

Provide examples of search phrases / keywords you would like to rank for in the search engines.

Email Addresses - also include name of person and password

Your Website Structure

Websites typically follow a top-down tree structure, with top level menu 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. For examples, please browse our sites at www.ideabank.com.au/clients



Description of your business

Your products and product categories – please use more pages if required

Your Services & Service Categories

What is the unique point of difference of your business?

Special offers to include on the site

Guarantee

In some cases it is beneficial to include an explicit guarantee on your website, relating to your service or products. Often you may be supporting guarantees of service already as part of your business, so why not explicitly state them on your website?

List any online or off-line competitors we should be aware of

Call to Action

All websites should a call to action for the user. This may include signing up to a booking form, newsletter, special offer, requesting a consultation or brochure, a free product sample. Please list up to 3 call to actions to include in your website.

Target Market

Please list in order of highest to lowest priority, the target market of your website. Please include any geographical constraints that may exist (range of service or delivery).

Contact Us Information

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



Additional

Please supply us with the following if relevant:

- Digital logo files.
- any images you require on the site that are not available to us e.g. product and staff photos.
- brochures / any marketing materials.
- **Customer testimonials – ESSENTIAL FOR ONLINE !**
- access to your domain name provider / registrar.
- extensive details of your products and services.

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.