



Website Content Worksheet

You'll find it's a considerable amount of work to prepare your materials for the Web pages I will construct for you. Think of me in this respect as your company's graphic designer. You supply the raw materials and I assemble them onto graphically pleasing, easy-to-read Web pages. This Worksheet will serve as a guide for your website content.

Text

- ☛ You must set up a **separate Word processor file** for each Web page. Use this worksheet to indicate which file names correspond to which Web pages. **I prefer Microsoft Word**, though I can convert a variety of file types (including Rich Text Format (RTF) and text.
- ☛ Please do not send me a draft of your text. **Send me your final version**. Most word processors allow you to count the approximate number of words. Web pages which contain more than 1,200 words may be subject to additional charges, especially if they require a good deal of formatting.

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 amateur. Photos are probably best.
- ☛ You may **send graphics to me in either digitized form or hard copy photos** which I will scan.
- ☛ Prepare **captions** for each photo. You may **affix a Post It Note** to the photo to indicate its caption and which Web page it goes on.
- ☛ If you need us to prepare **specialized graphic elements** in addition to our custom site graphics package, please explain clearly, and perhaps include a sketch.

Some ideas to think about:

- ☛ Give reasons why your business clearly beats the competition?
- ☛ What is your USP (unique selling proposition)?
- ☛ What does your company do?
- ☛ How does your business and products benefit your target audience? What are the needs your business satisfies for your customers?
- ☛ What can your business offer your visitors, what's in it for them, how can you help them?
- ☛ What problems do your prospects have that your business solves?
- ☛ What is your vision for the web site?
- ☛ How will visitors interact with the web site?
- ☛ What are the specific short-term goals for the website (in the first year reduce customer service workload, generate more sales)?
- ☛ What are the long-term goals for the website (in the first 1 to 3 years).
- ☛ How do you see the website and off-line business working together? What are the weak points of each and the strong points that can be exploited?
- ☛ What words or images will impart those needs? What analogies can be used to explain offers in simple, understandable terms?
- ☛ Do you have a business slogan or catch phrase? How will you use it to your company's advantage on the web site?
- ☛ Consider the features of your products and/or services. List their strong points.
- ☛ Consider the major topics for your site (i.e. Products, Services, Information, How to Contact us, Galleries, etc.).
- ☛ Consider including unique content on your site. Since most surfers are seeking information, the best sites are those that become hubs or portals. A site that contains large amounts of



information (not readily available elsewhere) directly related to the product or service being sold may be far more successful than one that only offers a product or service.

- What can be done to add value to products and services?

Consider the following when planning content for the web site:

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| 1. Photos (prints, slides, negatives) | 18. Credits |
| 2. Text | 19. Bios |
| 3. Brochures | 20. Contact Numbers |
| 4. Business cards | 21. E-mails |
| 5. Flyers | 22. Forms (downloadable in pdf forms) |
| 6. Product shots | 23. History |
| 7. Product samples | 24. Education |
| 8. Press releases | 25. Certifications |
| 9. Price and part lists | 26. Awards |
| 10. Frequently Asked Questions | 27. Case studies |
| 11. Shipping and handling charges and constraints | 28. Photos of yourself, staff and location |
| 12. Warranty policy | 29. Transcripts of interviews |
| 13. Privacy policy | 30. Industry recognition |
| 14. Return policy | 31. Map and directions |
| 15. Guarantees | 32. Hours of operation |
| 16. True and believable testimonials | 33. Locations locally, nationally or internationally |
| 17. Endorsements from known sources | |

Please include this Web Page Content Worksheet with the materials you send to Doodle Web and Graphics Design. Feel free to use your own form if that is more convenient.

Content Description of Each Page	File Name for Text	Approx # of words	Photos or Graphics If none state "None"
Home			
About the Organization or Company			
Services/Products			
Structure			
FAQ			
Newsletter			
Program of Activities			