BASIC CONTENT OUTLINE FOR A NEW WEBSITE

HOME

- Consider - will the home page be a long landing page or more of a jump-off point to drive to other pages?
- Brief description of the business services, products, etc.
- If you're more creative, then some highlights of your work
- Must pass the caveman grunt test (ie. easily navigable, make sense, be clear about what you want a viewer to see and do)
- CTA (call to action) needs to be front and center and maybe have a few variations, ie. What do you want a viewer to do? Download a freebie, contact you, buy a product, etc.

ABOUT

- Nice friendly photos of your business and staff
- Individual bios for different team members
    - Consider sending out a survey to collect info so that things are consistent
- Mission, Vision, Values statements
- History of your business, why you do what you do

SERVICES/PRODUCTS

- Visually appealing layout for the services you offer - not just text listed out, add a few images to help catch people's attention
- Organize based on what the primary services are that you want to highlight/ push, moving forward in business
- Add pricing, if relevant, but it's not always needed. Sometimes, you may want people to call/email, since each project is unique

GALLERY

- A collection of images of happy clients, or elements of your business, or art
- This might be called Portfolio instead of Gallery
- This could also be your Instagram feed

CONTACT

- Basic contact info
- Map to your location
- Consider adding a form to collect some basic info for people. This can be one way to measure success on the site. Make sure to redirect to a thank-you page.

TESTIMONIALS

- A collection of amazing things that people have shared about you/your business:
  - Pull from Google Business page
  - BBB
  - Yelp
  - Class testimonials

BLOG/NEWS

- Try to be educational with your content - providing added value
- Try to mention a few primary keywords in the titles of your postings, so they help with website ranking

ALL PAGES

- Contact information in the footer of all pages
- CTA present on all pages

YOU CAN DO IT!