



Website content checklist

Gathering content is a huge bottleneck. This content checklist is the first step in eliminating that problem. Below you'll find a checklist that we recommend you using.

Please note that we are also able to assess you with research and content add-on's

General & Global

- Main Logo (vector format)
- Logo
- Contact info
- Recent posts
- Certifications & Memberships
- Brief about
- Recent posts
- Categories
- Social media profile links
- Favicon (or create one from their logo)

Home Page

- Header/Hero Image (Opening image) High res if possible.
- Main headline (text +- 5 words)
- Company description
- Main content & images (adverts or slide images) High res if possible.

About

- Main content (Text)
- Images
- Team photos
- Team bios
- Team social media
- Certifications & Memberships & Partners & Accreditations

Pretoria, Gauteng

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Directors | Michael Mars | Nadia Mars





Website content checklist

Products/Services

- Headings
- Summary
- Images
- Dimensions and weight
- Products/service specifications

Blog

- Author Bio
- Author Image
- Several initial posts with featured image

Contact

- Phone number(s)
- Email address(es)
- Email to send website form to
- Contact form fields
- Map address(es)
- Mail address(es)
- Supporting text
- Areas serviced
- Business numbers or license numbers
- Premises photos

Supporting Content

- Testimonials or reviews
- Client images/logos
- FAQs (frequently asked questions)
- 404 page content & links
- Downloads & Resources (PDF, etc.)
- Media content (videos or gifs)

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Website content checklist

SEO

- Target keywords
- SEO Headlines
- Specify Industry

Email Marketing

- CRM/auto responder credentials
- Lists to add subscribers to
 - Location(s)
 - Headline and/or subscribe text

e-Commerce

- Products
 - Title
 - SKU
 - Category
 - Description
 - Image
 - Price
 - Dimensions & Weight (data sheets)
- Shipping method(s) & costs
- Payment method(s) and credentials
- Coupons

Legals

- Privacy Policy
- Terms and Conditions or other legal info

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