



Web and Prosper

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<http://webandprosper.co.uk>

# Website Content Planner

The purpose of this document is to help you get the most out of the Website Design process that you may embark upon with Web and Prosper. It is designed with the following objectives in mind,

- To collect appropriate information that will be used in the creation of your website
- To speed up the design and build process and so keep costs down to you.
- Help you think about how you want to present yourself to your clients
- To establish what business goals you have and how your website can help in achieving them.

If you need help in developing your content then I can help you in this but it will attract an hourly charge. If you wish to write the content yourself, then please keep the wording professional but natural. Ask your friends, colleagues and family to read it to establish if the content flows well and provides the right level of information.

Here is a link to some good books on Website Content Writing on Amazon;

[http://www.amazon.com/s/ref=nb\\_sb\\_ss\\_i\\_1\\_11/191-2685200-3765067?url=search-alias%3Dstripbooks&field-keywords=web%20content%20writing&prefix=web+content%2Cstripbooks%2C407](http://www.amazon.com/s/ref=nb_sb_ss_i_1_11/191-2685200-3765067?url=search-alias%3Dstripbooks&field-keywords=web%20content%20writing&prefix=web+content%2Cstripbooks%2C407)

## Background Information

**What is your name?**

**Address?**

**Contact Telephone**

**Email address**



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**What is the full name of your business?**

**Do you currently have a website? Please provide the URL address below**

**If you do not have a current website, do you own a domain name for your company? Please list them all below and where the website is currently hosted? If the website is maintained by another website designer please provide their name and website URL.**

**Do you have a logo? If so you will be required to provide this in a digital PNG format**

**Do you have a colour scheme for your business / promotional material? If so please provide digital copies.**

**Please provide a one sentence summary of the nature of your business. List anything you feel differentiates you from your competitors.**

**What value do you want your website to add to your business? E.g. Sales Growth of X%, win four additional new contracts a year, reduce admin costs, professional image**

**What kind of website do you think you need? Please highlight**

**Informational only with contact options?**

**Informational and sell products on-line?**

**Information and sell time / book appointments?**

**Please list your competitor website. Highlight those where you like the design of their websites. Tell me what you like about the designs**

**List any other website that you like the design of and think suitable for a business such as yours**



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## Your Website Pages

The number and type of pages you have in a website will vary depending upon your business needs and objectives. A business can often make do with just one or two pages and still look professional and achieve a great deal. Often though, businesses have many sources of materials and objectives that they wish to represent to the marketplace through their website.

Most sites will include these pages:

- Home / (Business summary, major marketing messages)
- About Us / (Biography of who you are and why you created your business)
- Our markets e.g. Commercial, Retail, Students, Professionals etc...
- Our Products / (What you sell)
- Our Services / (What you do and how you do it)
- Portfolio / (a selection of Projects with some information on how you did the work)
- Contact and directions (Where you are and how to contact you)

In addition to the above you can also include the following pages as appropriate:

- Customer Testimonials
- Photo Gallery
- Our Team
- Blog/ News
- Frequently Asked Questions
- Catalogue
- Order Page
- Helpful links
- Media/ Press
- Calendar of Events
- Shop

Please highlight the pages that you believe you will need and add in any additional ones you can think of.

Images can be from your own collection or stock photographs/ videos from legal sources. I will not publish any images/ videos or audio that I believe to be illegal. Illegal publication can attract large fines from the relevant copyright authorities. All images (except logo) should be JPG format, good quality and at least 1000px wide for headers and 600px wide for content. For larger images to be used in the headers (i.e. an image that will be at the top of the page and



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be required to fit across the whole width of a screen) it can often be better to use a wide angle lens in landscape mode. Logo images should be in PNG format.

**Provide a summary of your business in no more than 300 words.**

**Describe your key selling points.**

**Describe your markets and geographical spread. Are there any specific towns or counties you focus on?**

**Describe your Products or Services in no more than 300 words per service.**

**Please list any other websites you want to link to (e.g. partner companies, key suppliers, websites you believe will help your clients in making a purchasing decision)**

**Please list any trade bodies or professional accreditations you want mentioned on your website.**

**Do you currently have any social media presence? Please list and provide URL or # links.**

**Do you want to create/ develop your social media presence? Is this something you would like help with?**

**Do you want your website to link to your social media accounts?**

If you have specific projects you want to be covered in your website please write about them below (please ensure any images sent to me are clearly labelled so they can be linked to each project).



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For each project you should describe, the nature of the project, how you went about the project, key challenges you had to overcome, before and after, benefits to the client, location (if allowed by client) any client testimonials available, images, videos.

**Project 1**

**Project 2**

**Project X...**Add as appropriate

**Please list your customer testimonials below (it is advisable to get the customers permission before publication)**

**Please list any Frequently Asked Questions with answers you want listed (i.e. Q and A)**

**Please add anything below that you feel you were not able to cover adequately above.**