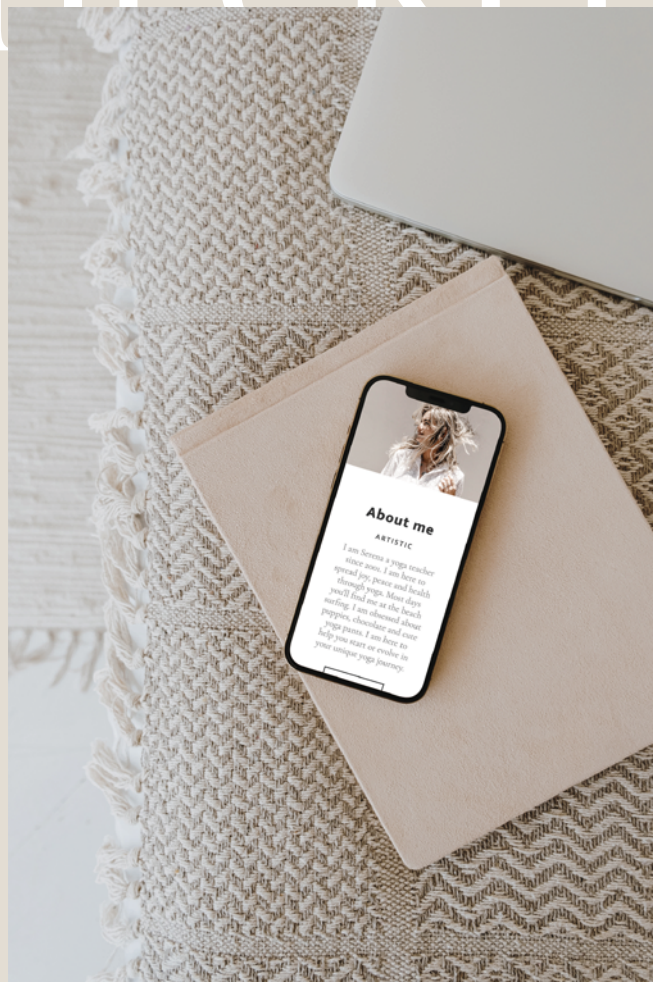


CONTENT CHECKLIST



by the roar

Say what?

Before you start collecting and writing your content, I have a few tips for you:

- First, map out your website in a notebook. Simply make a list of all the pages and possibly subpages. This is the overall outline of your website and helps you create a clear navigation menu.
- Think about the main purpose of each page; and describe what you want to say in one or two sentences. Then you can elaborate more on the subject. This will help you stay on point and avoid long pieces of text.
- Also think about what you want visitors to do on each page; these are your call-to-actions. For example, if they have viewed your service page, what is the next step? Write down one specific call to action for each page.
- Choose a tone of voice that suits your business and use it consistently. Try to keep it close to yourself. This way, your website is in line with who you are and what clients can expect when they talk to you in real life.
- Try to speak directly to and about your client so they feel seen and understood. Even when you pick some fun facts about yourself, try to pick those that create a connection.
- Keep it short and clear, and please don't use complicated technical terms.
- Don't forget to do a spell check and have someone read it to make sure everything is super clear.
- Try not to write and edit at the same time. Keep the flow going and edit everything the next day with fresh eyes.
- Collect all the photos you want on your website. Organize your photos per page and rename each photo with your business name and a simple description.

Next, you'll find a checklist with all the pages you might need, including what you might want to say. You can use this site map template to match your vision and business.

You got this!

HOME PAGE

- ☐ A short heading about what you offer
- ☐ A short paragraph explaining what you do, who you serve and why
- ☐ A clear call to action to help visitors move forward
- ☐ A brief description about your services
- ☐ A short heading for a newsletter or a free download
- ☐ A couple testimonials or one-liners from happy clients
- ☐ A short paragraph about you to introduce yourself

ABOUT ME

- ☐ Who you are
- ☐ Why you do what you do
- ☐ How you started
- ☐ What inspires you
- ☐ What is important to you
- ☐ What you have learned
- ☐ Some fun facts
- ☐ A favorite quote
- ☐ Trainings and diplomas

CONTACT

- ☐ Your name
- ☐ Address
- ☐ E-mail
- ☐ Phone number
- ☐ Response time
- ☐ Office hours
- ☐ Social media links
- ☐ Contact form
- ☐ Thanks message

PORTFOLIO

- ☐ A brief description about your work
- ☐ Highest quality photos of your best work

SERVICE

- ☐ Describe the type of client you serve
- ☐ Describe the problem you are solving
- ☐ Describe how your client will feel
- ☐ Describe what the client can expect
- ☐ A description of your services
- ☐ Describe the benefits of your service
- ☐ Briefly describe how it works
- ☐ A frequently asked section
- ☐ Happy client testimonials

BLOG

- ☐ What your blog is about
- ☐ Who you are
- ☐ Blog categories

SHOP

- ☐ Product title
- ☐ Product description
- ☐ Shop information including: shipping, returns and payment

OTHER

- ☐ Privacy statement
- ☐ Terms and Conditions
- ☐ _____
- ☐ _____