Getting Started
Content Checklist

Create, Prepare, and Organize
Your Brand and Website Content

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Congratulations! You just purchased a stunning new Showit website template by Ashley Ferreira Design! You've just unlocked the key to transforming your online presence into an inviting, conversion-focused home for your business. We believe a website should be more than just a digital space—it should be an elevated, high-touch experience that captivates visitors and makes them feel right at home.

Just like a beautifully curated home reflects the essence of its owner, your website should reflect the heart and soul of your business and show visitors—and potential clients—just how much you care about their experience with your brand and business. That's why we've created this Content Checklist, a comprehensive guide designed to help you craft captivating content

that turns your online space into an unforgettable, personalized journey for every visitor.

Inside this carefully curated guide, you'll find invaluable tips, guidelines, and prompts to help to evoke emotion, spark curiosity, and leave a lasting impression. Let this Content Checklist be your compass to crafting content that not only welcomes visitors but also entices them to stay and explore, build trust with your brand, and ultimately, book your services.

Remember, your website is more than just a collection of pages—it's a place where visitors become guests, where connections are made, and where your content not only captivates but converts. Let's unleash its full potential and create an exceptional online experience for your clients.

Get ready to open the doors to your brands captivating online home with our Content Checklist. Your dream clients are waiting to be welcomed.

Step 01: Gather Your Credentials & Logins

First things first! To set you up for success, before you begin customizing your template, ensure you have the following:

√ DOMAIN NAME

First, you'll need a Domain Name (your URL or Web Address). You may use your existing Domain Name or purchase a new Domain Name. We recommend Google Domains or GoDaddy.

Domain Name: _____

Domain Name Provider: _____

Domain Expiration Date: _____

Username: _____

Password: _____

√ SHOWIT CREDENTIALS

To use your Showit web design, you'll need an active Showit subscription.
Use our unique code: https://showit.com/?referralCode=afd for your first month free. You may purchase any subscription you'd like, however, we recommend the Advanced Blog.

Username: _____

Password: _____

√ WORDPRESS BLOG CREDENTIALS

If you are transitioning from another platform (i.e. Squarespace) to Showit, and you'd like your blog posts to be migrated to your new design, be sure to jot down your blog credentials:

Blog Login URL: _____

Username: _____

Password: _____

Step 02: Create Folders

To ensure a successful content-gathering process, let's lay the foundation to get you the best results. By creating and organizing individual content folders, you'll have a clear system for storing and locating your assets effortlessly. This way, as you integrate your content into your stunning new template, you'll know exactly where everything is and be able to easily access what you need.

*For your website's copywriting (the wording included throughout your site) we recommend using Google Docs to stay organized. More details on this in Step 05!

CREATE THE FOLLOWING FILE FOLDERS ON YOUR COMPUTER:

- A folder named "Brand Identity"
- A folder named "Brand Imagery"
- A folder named "General Content"
- A folder named "Home Page"
- A folder named "About Page"
- And so on for each page of your website.

Step 03: Gather Your Brand Identity Assets

Gather your brand identity assets, from your logos to color palette codes, and add to the folders below.

WITHIN YOUR BRAND IDENTITY FOLDER, CREATE THESE ADDITIONAL SUB-FOLDERS ON YOUR COMPUTER:

- A folder named "Logos". PNG or SVG files of all your logo variations.
- A folder named "Patterns". If you have brand pattern files, add them here.
- A folder named "Favicon". The small icon used in your site's browser tab.
- A folder named "Fonts". Gather your brand's font files here.
- A folder named "Color Palette". Gather your brand's color codes here.
- A folder named "Featured Badges".

*If you will be including "As Seen In" badges/logos on your site, we highly recommend finding versions without backgrounds (transparent-background PNG files) and creating black and white versions of each badge to create a more streamlined and uniform appearance for your website.

Step 04: Prepare and Optimize Your Images

Preparing and optimizing your website's images helps with loading speed times. If your website takes a long time to load (read: more than a few seconds) user's have a high chance of clicking off of your site.

Additionally, optimizing your images by naming them with relevant keywords also helps your SEO. An image named with random numbers (for example, "img_9375592947.jpg") will do nothing for your SEO.

So, before you upload any images to your Showit Media Library, let's make sure they're properly prepared and optimized for the best results possible!

WITHIN YOUR "BRAND IMAGERY" FOLDER, CREATE THE FOLLOWING FOLDER:

- A folder named "Optimized Images"

HEAD TO OUR BLOG POST TO LEARN HOW TO OPTIMIZE YOUR IMAGES:

- How to Batch Compress & Resize Your Images Using Adobe Bridge

AFD Tip: Use Professional Photos

To ensure a positive impression, it's crucial to avoid unprofessional, blurry, and off-brand imagery. If you're able to, we strongly recommend considering investing in a professional brand photoshoot. This invaluable asset will not only enhance your brand's visual identity but also establish credibility and build trust with your audience. Research indicates that professional headshots, where individuals make direct eye contact with the camera, play a significant role in fostering trust and connection.

If a pro photoshoot is not feasible at this time, the next best thing is stock photography. Below you'll find our recommended stock photography resources.

STOCK PHOTOGRAPHY:

- Pexels (Free)
- Unsplash (Free)
- Social Squares (Paid)
- Haute Stock (Paid)
- Moyo Studio (Paid)

Step 05: Prepare Your Website Copywriting

To streamline your copywriting process, we recommend using Google Docs to follow alongside your template to write your copywriting. Working side-by-side allows you to visually see what's needed for each page of your website and ensures you're not overwriting content that doesn't fit your website template.

It's important to keep in mind that visitors have limited attention spans. Your template has been thoughtfully designed for a conversion-focused and optimized user experience, incorporating scannable headings, calls-to-actions, and attention-grabbing details in all the right places.

To maximize the effectiveness of your website design, we recommend closely following the structure of your template and refraining from adding more copy than what is provided with the filler text.

We've taken the guesswork out of knowing what to say where by incorporating expert-recommended prompts within the filler text of your template. This leaves you with the freedom to primarily focus on crafting compelling paragraphs and showcasing your business's unique details. It's a win-win situation that simplifies your writing journey while ensuring an impactful and engaging website.

CREATE GOOGLE DOCS FOR EACH PAGE OF YOUR WEBSITE:

From here, you'll want to create a Google Doc for each page of your website and follow along with your template to write your copy. Below are the pages we recommend creating docs for:

- Home
- About
- Portfolio
- Services
- Investment / Pricing Guide
- Blog
- Contact
- Client Testimonials
- Frequently Asked Questions

AFD Copywriting Tips:

- Prepare your keywords for SEO before you get started writing. You'll want to sprinkle these keywords in throughout your copy as much as possible without sounding spammy or salesy. This helps you get found on Google! Our recommended keyword research tools are [Semrush](#) and [Keywords Everywhere.](#)

- Identify your Ideal Client Avatar and speak directly to them. Identify their pain points and let them know you have an answer to those pain points.

- Explain how you can help your ideal client and show them that you've done it for others by including previous client reviews. Talk about the transformation your services will provide your ideal client.

- Ensure your copy answers the following questions: 1. What do you do? (Your Brand Statement) 2. How you do it differently or better than your competitors. (Your Unique Value Proposition) 3. Show them you can do it for them too. (Portfolio / Reviews) 4. Why people should choose you. (Reviews / Services / Experience) 5. A clear CTA (Call To Action) on each page of your site.

- Include your Brand Statement "Above the fold" (the top of your website before users start scrolling). You only have a few seconds to grab the visitor's attention and make it 100% clear what you do and who you do it for. (You'll notice we include space for a brand statement in every template!)

Professional Copywriters

If you'd rather leave the copywriting to a professional (which we strongly recommend!), we have compiled a list of exceptional copywriters for your consideration. These experts come highly recommended and deliver outstanding results.

[AFD COPYWRITER REFERRAL LIST](#)

Step 06: Get Your (Legal) Ducks in a Row

Protect your website and business with Terms and Conditions, Privacy Policies, and Contracts for small businesses. We use The Contract Shop and can't recommend them enough.

GET YOUR LEGAL ASSETS HERE

Step 07: Create a Freebie for Your Email List Opt-In

Consider a freebie you can offer your audience as a way to collect emails for your email list. It doesn't have to be anything lengthy or extravagant, just something to include on your site that provides value and will entice your reader to trade for their email. An email list is one of the most powerful marketing tools, and you'll need ways to start collecting those emails.

You'll notice we've included an email list opt-in section in each of our templates!

AFD tips: Ideas for a freebie lead magnet

-PDF guide. Create a guide that won't take too much work for you to put together, but adds value to your potential clients life. If you're a photographer, you could put together an outfit guide. If you're an interior designer, you could put together a guide to your favorite go-to interior paint colors.

-Checklist. Sort of like the one you're reading! Checklists can be quick and easy to create, and they're easy to digest for your readers.

-Swipe files. Consider putting together a swipe file for your readers that you don't mind sharing. For example, if you're a copywriter, you could put together a social media swipe file that includes twenty attention-grabbing headlines to use for social media posts.

-Resource List. Resources lists can be very valuable to your audience. You're already the expert at what you do, so providing a value-packed list of your best go-to products, services, tools, etc. can make for an irresistible opt-in for your audience.

CHEERS AND CONGRATULATIONS FRIEND!

You made it through the Getting Started Content Checklist!
I'm so excited you've taken the time to ensure your content
is prepared and organized and can't wait to see your brand's
success grow from here! Feel free to reach out to me at
ashleyferreiradesign@gmail.com with any questions.