WEBSITE CONTENT CREATION

Through our years of website development, we have found that the toughest part for our clients when creating or revising their website is content development. Sometimes it is hard to know where to begin and what to showcase on your site. We've created a quick guide to help you start or rethink your content development strategy. Hopefully, it helps get your creative juices flowing.

BEFORE YOU BEGIN

Before you begin laying out your pages and writing your content, there are a few things to know. Your website should be designed to showcase the content you need to share with your customers. Your content is the first priority and the design should enhance its delivery. You need to create the critical information and we (or the web designer) should develop the design around your branding and content.

When you are developing your content, do not go for short and sweet. Your online presence allows for nearly unlimited space. Utilize that opportunity to answer common questions and provide important information to your users. Also, Google loves content; the more you can create the better. By following this simple process, we can help you section content in a way that is easy to read and navigate for the users.

There is no need to keep it short and sweet - really!

WHERE TO START:

When starting your content development, you should focus on your main points and then expand. Web design should follow the 6-second rule. This means that when people visit your website they should understand your main point within the first six seconds of viewing. So, if you had one thing to say what would it be?

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THE NUTS AND BOLTS:

This is the bulk of your website content. Ask yourself, what does your user need to know about your company or organization?

START BY ASKING YOURSELF THESE QUESTIONS:

What do we do?

What are the segments within our business or organization, i.e., what are the different departments, programs, products or services?

Your answers to these questions should become your main pages, in addition to the standard Home, About & Contact pages.

After you have identified your main pages, then you should work on expanding each page topic. For each page, you need to create subtopics. If you were sitting down with a customer, what would you tell them about that sector?

For example, if you were explaining your services and you offered Web Design, what would your customer want to know? Here are some examples:

Cost | Process | Timeline | Expertise/Training | Examples of Work

Explain each of these points to help your customers understand how you work and what it will be like if they work/buy with you. This is your opportunity to sell your company! Remember the user doesn't have the same level of understanding of your business or organization as you. So, what may seem too simple, or even unnecessary to explain, might be the best content to have on your website.

Don't worry about having too much content. We, your designers, will create layouts to display your content in a way that does not overwhelm the user. That's our expertise! If you don't have a lot of content and you've been through this process, that's ok too! We can help you create a great website either way.

This can't be said enough - Do not limit your content! We will create the design to accomadate it!

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ADD STANDARD PAGES:

After you have the main point and your supporting page information, **every website should have these 3 basic pages:**

HOME

Again, the first step to a great home page is to get people's attention by delivering on the 6-second rule. Once we have the content you created for your main pages, we (the designers) then use images and blurbs (based on the page copy) and link the brief snippets of information to different pages on your website. This creates an overview of the site and additional navigation options. We also recommend adding these main pages to a traditional menu at the top of the site. People think differently, so it is important that your home page content is based on your main pages to encourage deeper navigation into your site.

ABOUT

Write about the background and the people behind your business or organization. For example, you can include topics like your company history, your team and bios, mission statement, and standards. This should provide a general overview and will help users get to know and trust you.

CONTACT

Seems simple, but you need to include more than one method of contact. Consider adding a phone number, email, contact form and mailing address.

OPTIONAL COMMON PAGES:

BLOG

An empty blog is always paved with good intentions. Unless you want to create a decent amount of additional content for your website, a blog might not be for you. However, if you have a large bank of content already created, adding a blog might make sense. What you don't want is to start with two posts that end up alone and neglected. It looks unprofessional. If you happen to have an additional two pages of content that do not fit into your main pages, rethink the delivery of the content. Those pages may work as a landing page or additional content under the main page.

TESTIMONIALS

Customer purchasing behaviors are highly impacted by reviews! You may have a better chance of getting new customers if you display testimonials on your site. If you only have a few…don't create a separate page, let your design team add them to other pages throughout the site.

IMAGE GALLERY

Some businesses may benefit from an image gallery or a portfolio. If you have work that can be displayed through imagery and you have a good amount to show, this is a page for you.

NEXT LEVEL, BEYOND THE CONTENT:

Now that you have created a solid foundation – i.e. GREAT CONTENT - it's up to us to create a great design around your information. Then you are ready to add final touches. You may want to add special functions such as:

Functions (Common) | Newsletter Sign-Up | eCommerce
Complex Forms | Pop-Ups | Membership Areas and Sign-Up

SEARCH ENGINE OPTIMIZATION

Once you have established a base of content, it's natural to transition into search engine optimization. SEO is an in-depth process, but with good content, you are well on your way to success. There is considerable research and implementation to undertake, but we are happy to discuss your needs with you directly!

By now you should be manufacturing content with ease! If you need additional assistance, consulting, review or editing services…great news, we do that too!