



ArkenSites

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CONTENT CHECKLIST

Filling a website with enough information to rank well on search engines (but not so much content that it feels like fluff) is a tough job. Luckily for you, we are experts at it! Below are a list of questions to start forming answers to in order to help populate your website with relevant and useful information.

1

Content for the Pages on Your Website

We try to make sure that every single sentence on your site has content written by you or someone in your business who know what to say. Be thinking about the various pages that will go on your website (the about us page, service/product pages, FAQ, etc.), and try to come up with as much content as possible. Not only will content written by you be more personal, but the more of it we have the better chance you have of ranking well on search engines.

2

Photography of Your Services, Product, and Employees

Try to put together as many photos as you can that you'd like to use on your website. Personal or professional photography of your actual business, employees, product, and services will always come across better to any user that visits your site. Stock photography is also a great backup if you don't have the option to take photos yourself.

3

Contact Information

If your business has a specific phone number to call, a certain email that you want all forms to go to, or if you don't have a physical address to display just let us know. We typically ask these of you before we start a build, but it's good to have any contact information on your end ready for us to use.

4

The Smaller Details

If your business has a particular way of spelling its name, if you prefer to use or omit the oxford comma, or if you have any other quirks (something like requiring every new sentence to be on a new line) let us know! We want to make sure any content that goes on your website follows any internal protocols or rules that your company follows.

These are all questions we usually ask new clients. You can have your answers ready for when we meet for the first time, or you can email them to us directly ahead of time if you'd like. We can't wait to get started building your new website!