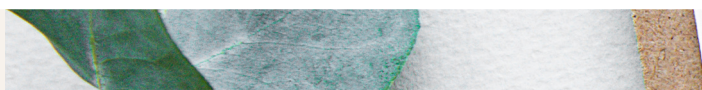




LUCKY CAT'S ULTIMATE

Website Content Checklist



EVERYTHING YOU NEED TO BUILD
THE ULTIMATE WEBSITE FOR YOUR
BUSINESS





HI, I'M PIPPA

Ready to help wrangle your content!

Starting to gather content for your website project might seem like a mammoth task - one that a lot of people put in the "too hard basket". This can cause project delays, and worse still - a non-existent website!

Knowing what you need and staying on track are the keys to compiling your content, and once you start to methodically go through the list, it actually comes together quite quickly.

So please, go through the checklist and mark off the task as you go, and get that great sense of accomplishment once you have it all together! You'll have your website in no time.

Pippa



Website content and to-dos

Check off each item as you go. Please note that some items may not be applicable to your biz, so just leave them out.

- Professional photography
- Work out what pages you need eg. home, about, contact, blog
- Copywriting for each page - maybe engage a professional?
- Your business story, team bios
- Lead magnet - free download/coupon code in exchange for customer's email
- Price guide/packages (service based)
- Client testimonials
- Product descriptions (e-com)
- Design basics - logos, colours, fonts



Content checklist continued...

- Catchy titles about what you do, list problem and offer solutions.
- Blog posts
- Media, awards, business achievements
- Companies you've worked with (logos)
- Generate Privacy Policies, Terms and Conditions, Refund policies etc.
- Keywords for your business (what would people search on Google?)
- FAQs about your business
- List of websites you love for inspiration



THANK YOU!

Thanks for checking out my website content checklist! I hope it has been of some help to you.

If you have any questions or want to get in touch to arrange a website build, please shoot me an email. I'd love to help you achieve your business goals!

Pippa

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