

THE

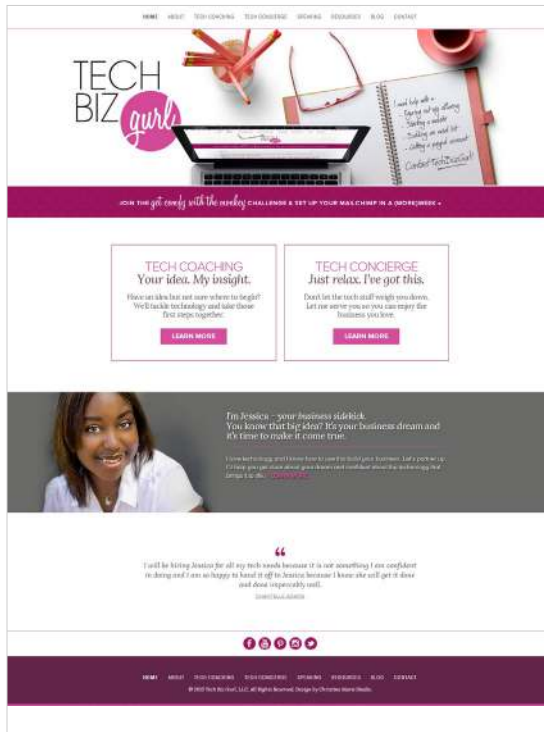
WEBSITE *content* PLANNER

*The ultimate visual guide
to preparing content
for your website*

CHRISTINEMARIESTUDIO.COM
MICHELLEHUNTERCREATIVE.COM

Home

Your home page will include a main sales message (normally a single sentence or sentence fragment) and a welcome message (normally 1-3 paragraphs). Depending on the design you select, you may also need to provide a professional bio, short paragraphs about your products or services, etc.

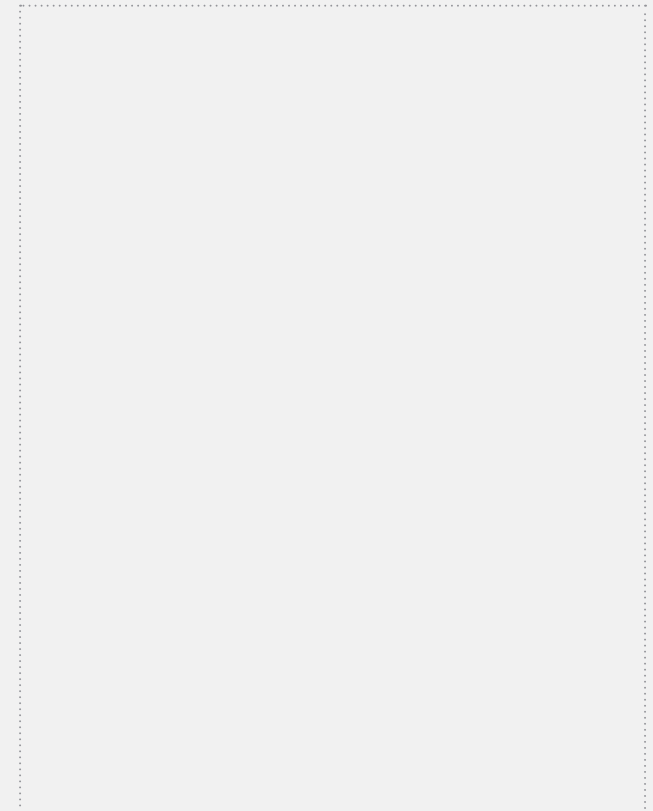


Custom web design and development will allow you to tailor your homepage content to attract and direct your customers in the direction you want them to go.

“HOME” CHECKLIST

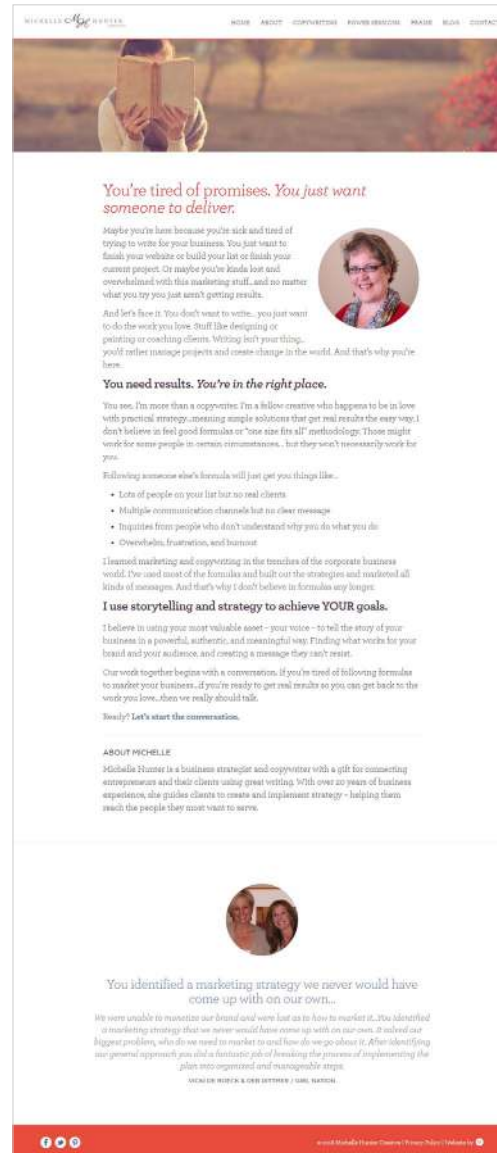
- Key message
- Page content
- Page photography
- Call to action / Opt-in (recommended)
- About information (optional)
- Social proof - testimonials or logos (optional)
- Offerings (optional)

SKETCH YOUR PAGE / NOTES



About Page

In addition to your about story, please include a short professional bio for use on your homepage or in other areas on your website.



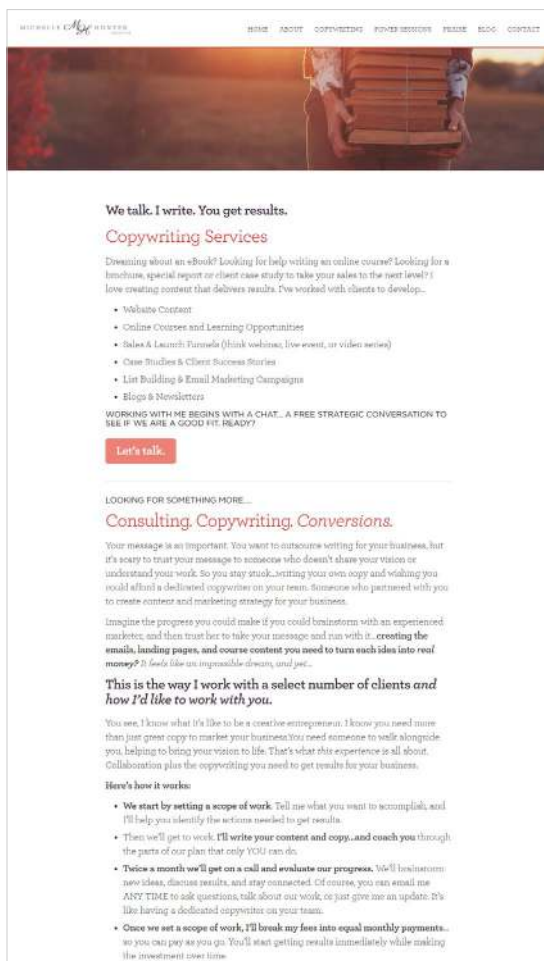
“ABOUT” CHECKLIST

- Page content
- Page photography
- Headshot
- Short bio
- Call to action
- Social proof (optional)

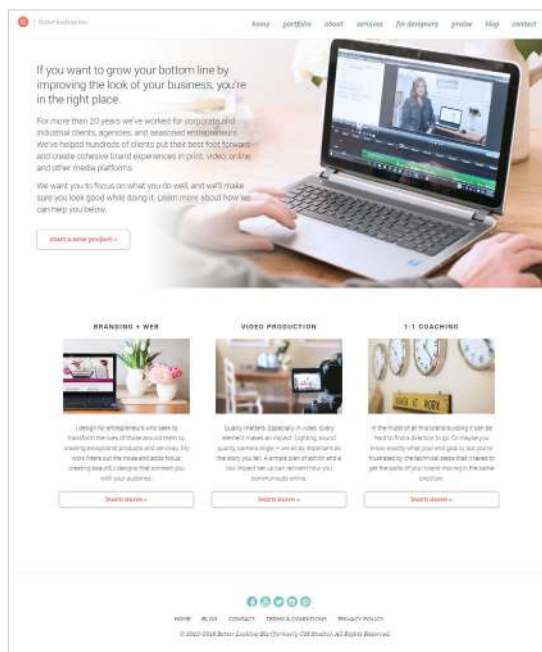
SKETCH YOUR PAGE / NOTES

Services / Work with Me

This page shares information about your products and services. You may use a simple (single page) format here. In some cases, however, you may have sub pages for individual services or products. Each page must be provided in an individual document and should include instructions in brackets for links - such as [link to product page].



Services listed within one page

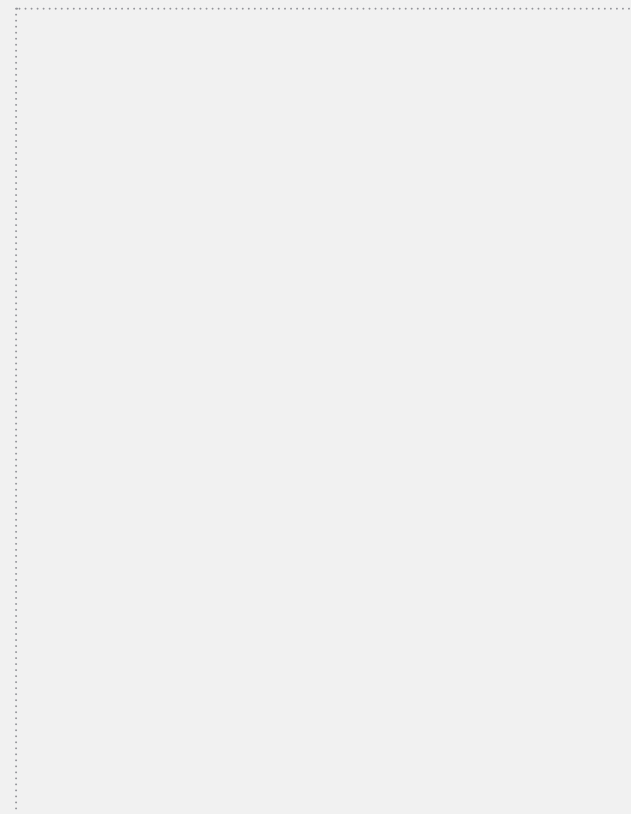


"Blurbs" of services linking to separate pages - 4 documents would be provided in this example. One for the main page (including offering summaries), plus one for each service or sub page.

"WORK WITH ME" CHECKLIST

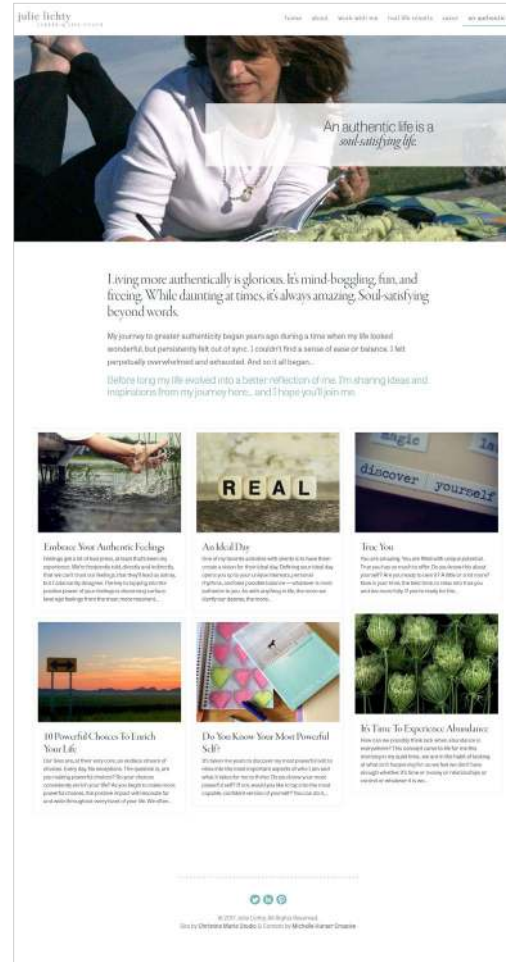
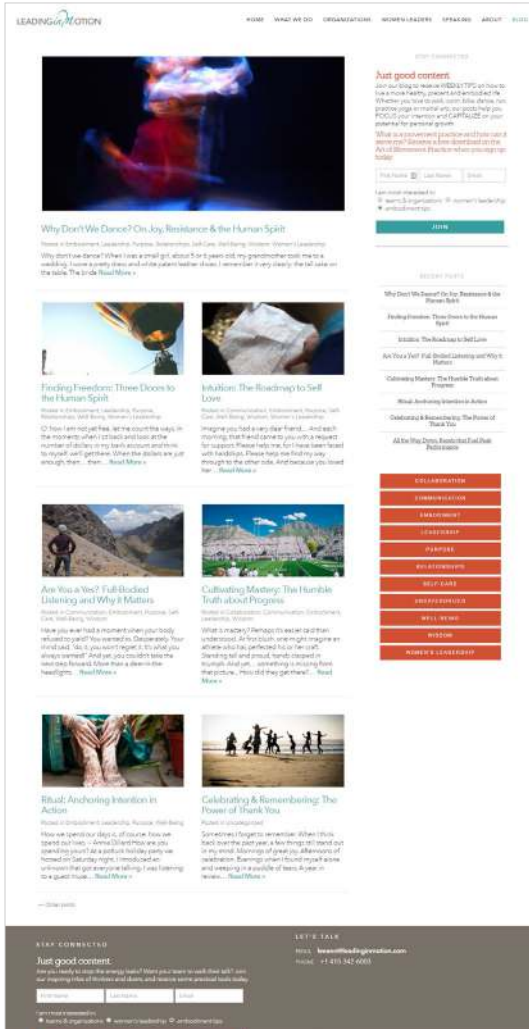
- Page content
- Page content for sub pages (as needed)
- Page photography
- Call to action
- Descriptive "blurbs" or summaries (optional)
- Social proof (optional)

SKETCH YOUR PAGE / NOTES



Starter Blog Content

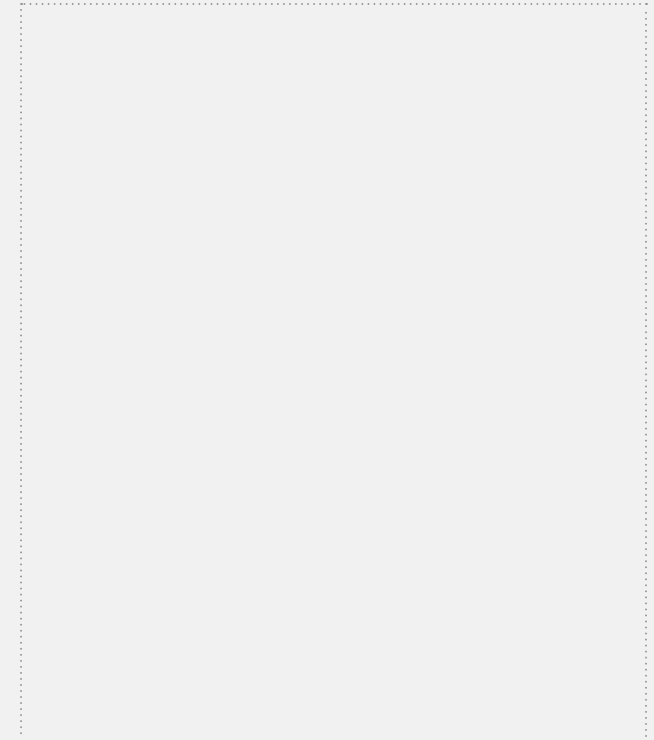
If your site includes a blog, you will need to provide three (3) starter posts and feature graphics. You will also need to provide a list of starter blog categories. Don't worry, you can always add additional blog categories later. We just need a few to get us started.



“BLOG” CHECKLIST

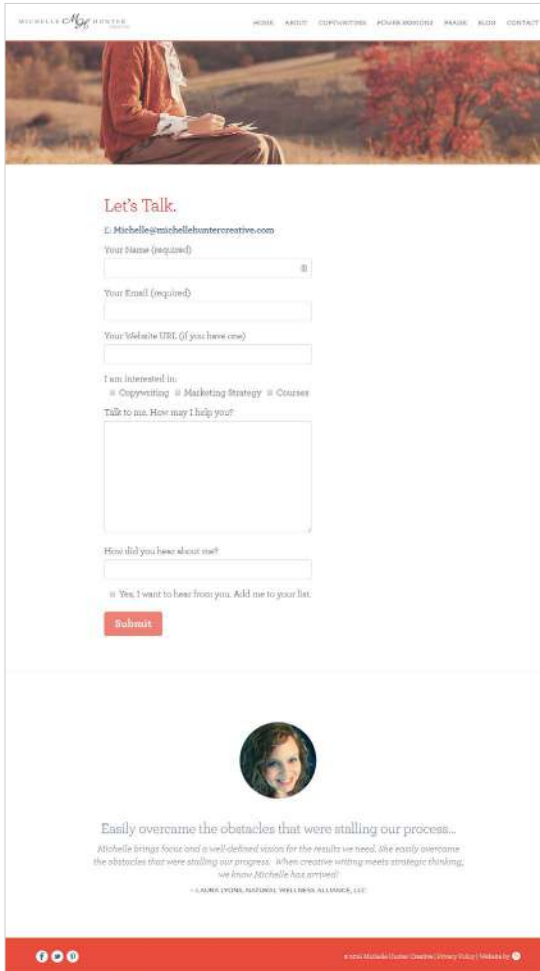
- Page content (one for each post)
- Starter blog categories
- Excerpt or full post format
- Graphic or featured image for each post
- Opt-in strategy or call to action
- Blog excerpts
- Social media feeds
- Blog sidebar content (optional)
- Import blog posts from older site (optional)

SKETCH YOUR PAGE / NOTES



Contact (and other forms)

Your contact page seems simple, but it actually has a lot of different elements. Think about the information you want to capture when creating your contact form. You'll need to be prepared to provide the content for the entire form loop (form, confirmation, and desired thank you method).



Michelle Hunter
HOME ABOUT COPYRIGHTS FEEDBACK/ADVICE PRICES BLOG CONTACT

Let's Talk.

Michelle@michellehuntercreative.com

Your Name (required)

Your Email (required)

Your Website URL (if you have one)

I am interested in:

Copywriting Marketing Strategy Courses

Talk to us. How may I help you?

How did you hear about me?

Yes, I want to hear from you. Add me to your list.

Submit

Michelle Hunter

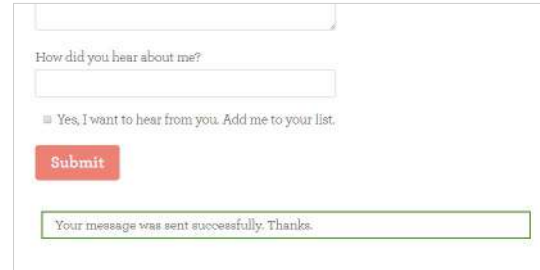
Easily overcome the obstacles that were stalling our process...

Michelle brings focus and a well-defined vision for the results we need. She easily overcame the obstacles that were stalling our progress. When creative writing meets strategic thinking, we know Michelle has arrived!

— LAURE LYONS, FOUNDER, WELLNESS ALLIANCE, LLC

Michelle Hunter Creative | Privacy Policy | 100%

Contact form



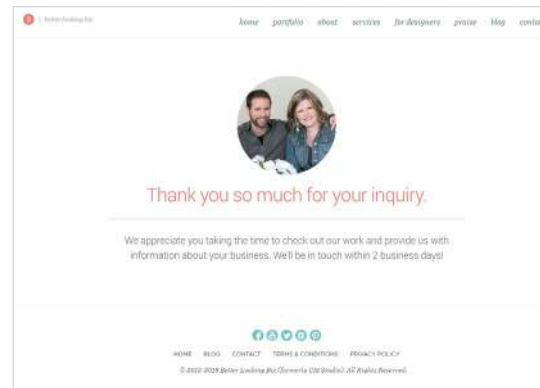
How did you hear about me?

Yes, I want to hear from you. Add me to your list.

Submit

Your message was sent successfully. Thanks.

Inline confirmation - this is usually the default form confirmation. If desired, you can bypass this and go straight to a thank you page with



Home portfolio about services for designers pricing map contact

Thank you so much for your inquiry.

We appreciate you taking the time to check out our work and provide us with information about your business. We'll be in touch within 2 business days!

HOME BLOG CONTACT TERMS & CONDITIONS PRIVACY POLICY

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Thank you page

“CONTACT” CHECKLIST

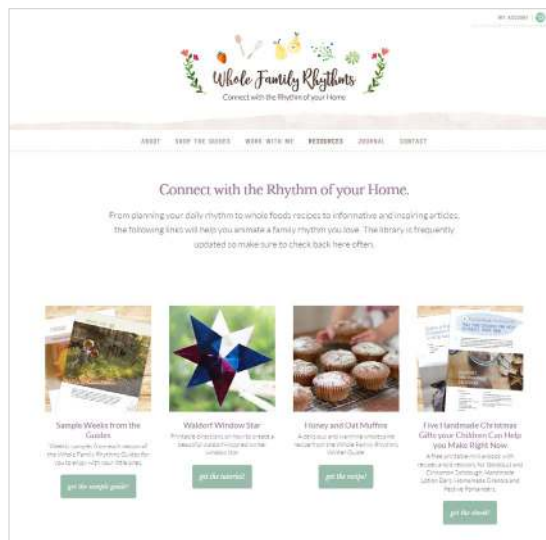
- Welcome message inviting people to contact you
- Basic contact information for your company (phone, address, email)
- Contact form to gather information as well as contact you (“talk to me” “how can I help you” and demographic information about them)
- Interest checkboxes to learn what services your potential customer is interested in
- Opportunity to join your list

Ways to acknowledge a filled out form

- Inline confirmation to let them know the form was submitted successfully, OR a
- Thank you page - where they are redirected after they submit the form AND/OR
- Email confirmation (optional) - thanking them for their inquiry

Opt-in

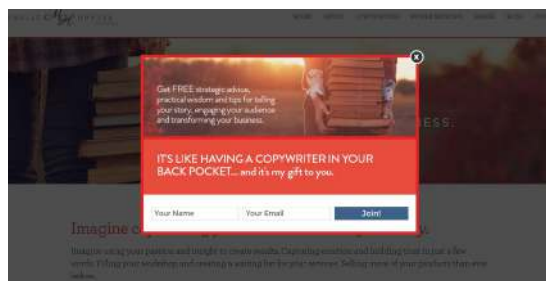
If you will be gathering email addresses for a newsletter subscription or other email list, you will need an opt-in message for placement on your site. Depending on your site design, you may need multiple messages. These messages should include a Call to Action to encourage visitors to join your list. As with the contact page, you'll need to provide the content for the entire opt-in loop (call to action, thank you page content and content for the email that delivers the free opt-in gift).



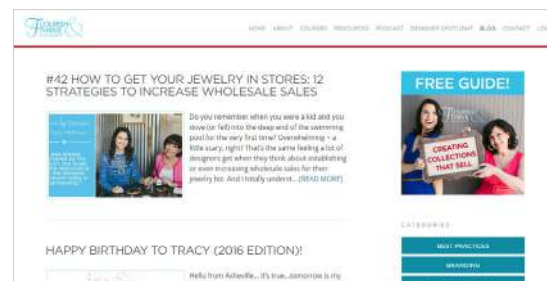
Use a resources page to encourage opt-ins



Homepage horizontal opt-ins



Pop-up opt-in



Sidebar opt-in

“OPT-IN” CHECKLIST

- Call to action
- Image or graphic representing your opt-in
- Email marketing list for your opt-in to link to

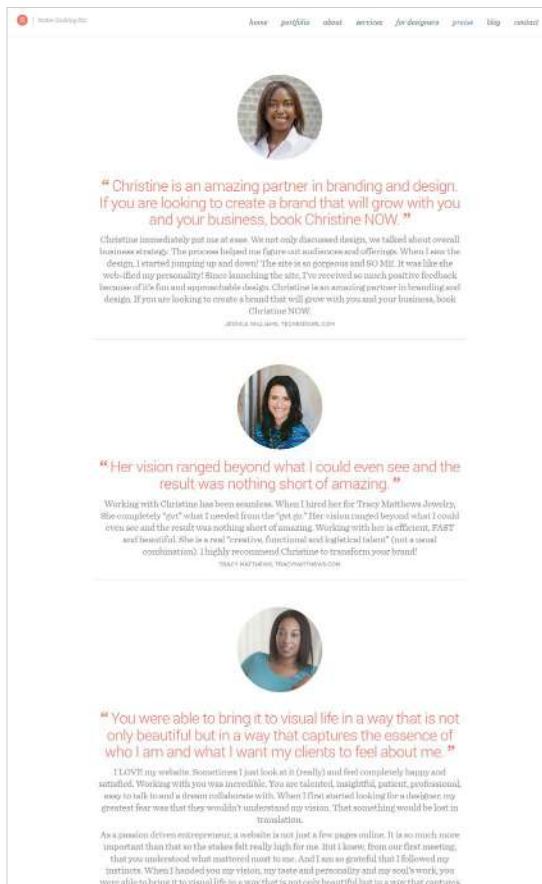
Finish out the opt-in loop

- Thank you page
- Email confirmation and delivery of lead magnet or free opt-in gift

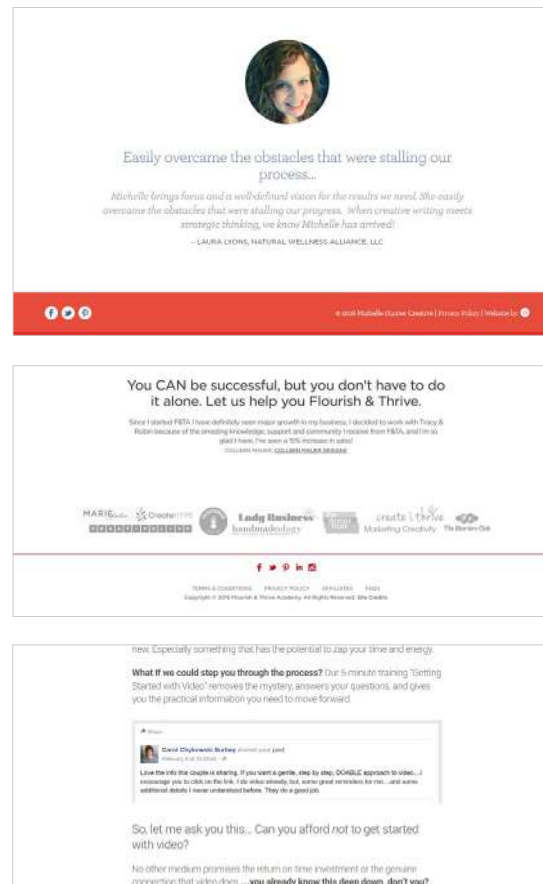
SKETCH YOUR PAGE / NOTES

Testimonials (or social proof)

Please gather your testimonials and edit them into the format you would like to appear on your site. Be sure to include the individual's name, company name, and title if you want to display it as well as an image or head shot for the individual if available. Testimonials can be gathered on a single site page or scattered throughout your site. Other forms of social proof include screen captures of social media and company or media logos.



Praise page



Scattered testimonials + logos + social media used as social proof

“TESTIMONIALS” CHECKLIST

- Testimonial content
- Individual's name
- Company name
- Individual's headshot
- Desired location of testimonial (optional)

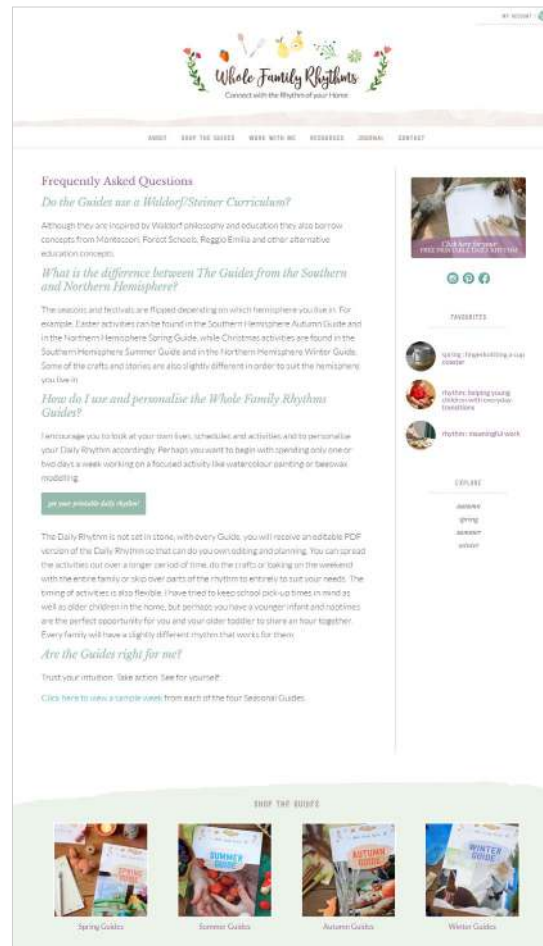
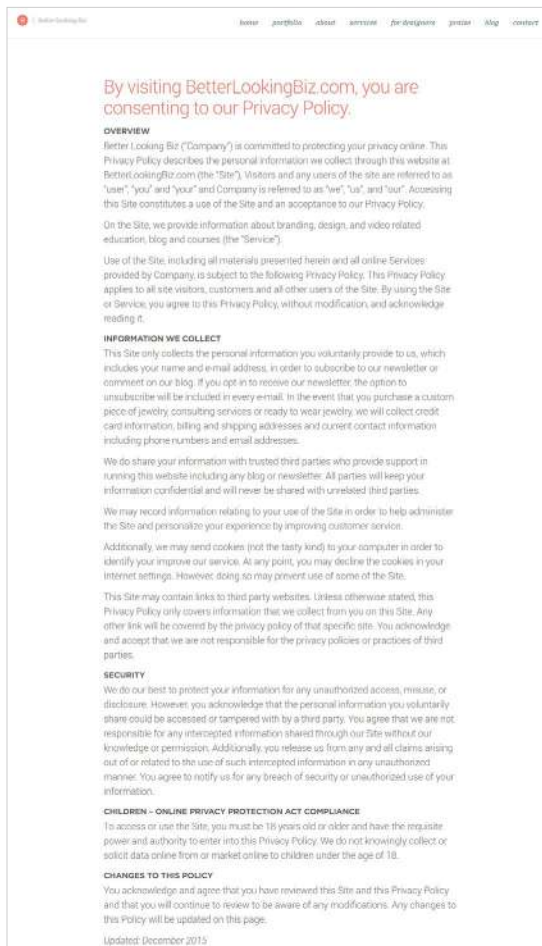
SKETCH YOUR PAGE / NOTES

Legal Information

Please provide a privacy policy and terms & conditions text for use on your site.
You will need a privacy policy on any page that links from a Facebook Ad.

FAQs

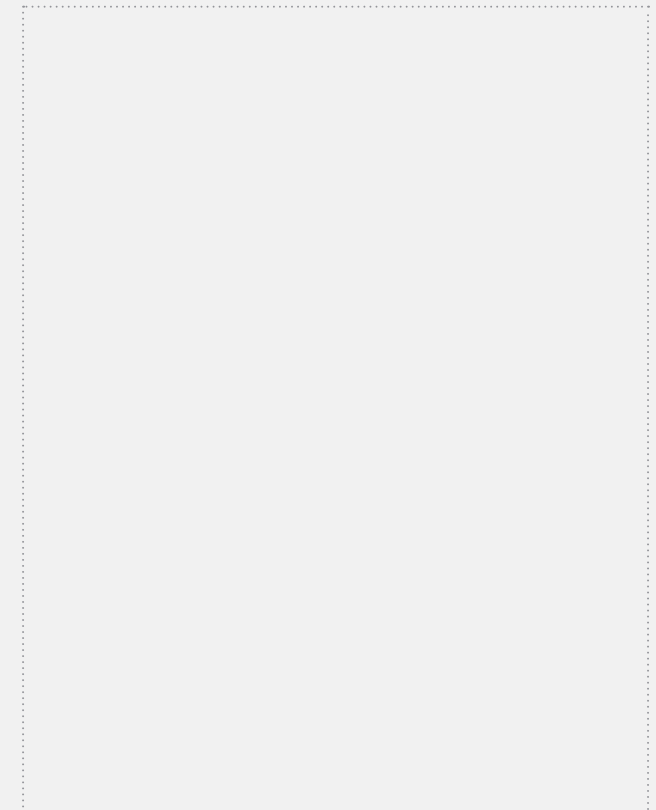
If your site will include frequently asked questions (FAQs) please provide written content in question/answer format where the question is bold.



"OTHER PAGES" CHECKLIST

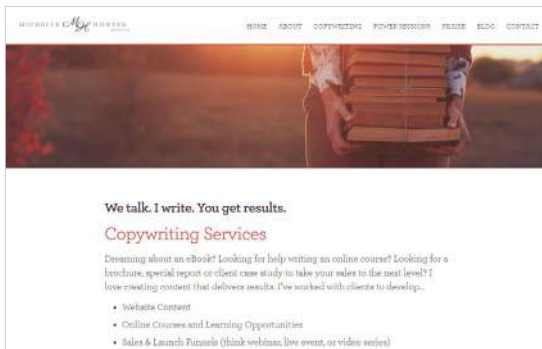
- Privacy Policy
- Terms & Conditions
- Refund Policy (optional)
- FAQs (optional)
- Site Credits (optional)
- 404 page (optional)

SKETCH YOUR PAGE / NOTES

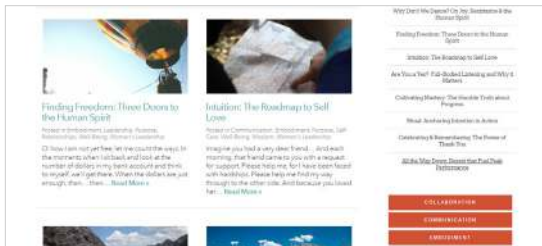


Images

Photography plays a huge role in the overall feel of your site. Whether you hire a photographer or invest in stock photography, here's some examples of the kinds of images you might need. Exactly what you need will depend on your design.



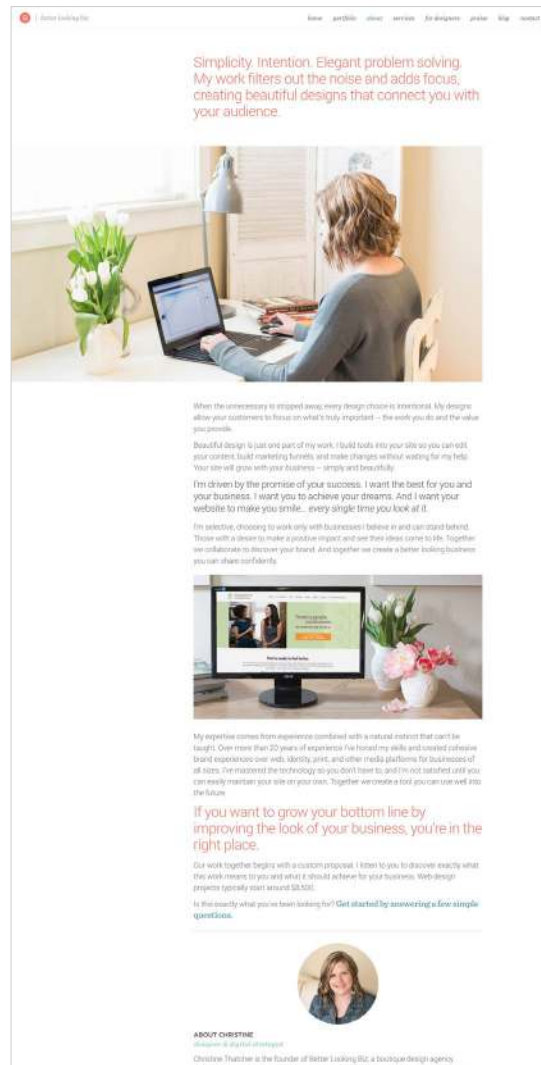
Stock photography can be very effective if chosen with intention.



You will need a "featured image" or graphic for each blog post.



Turn a photo into an opt-in graphic.



This page has an anchoring image, a content image and a headshot.

"IMAGES" CHECKLIST

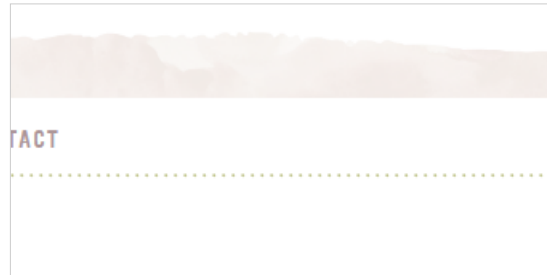
- Homepage anchor image or image related to your key message
- Large images to anchor content pages
- Images embedded within content areas
- Headshot and/or team photos
- Product photos
- Service / offering photos
- Opt-in photos / graphics
- Testimonial images
- Featured images attached to posts / pages

PRO TIPS

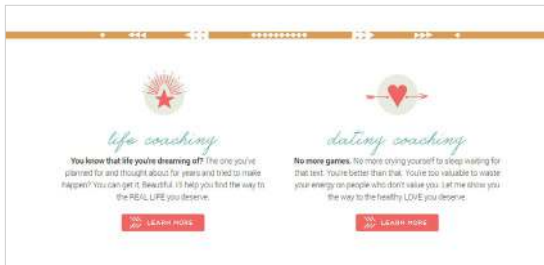
- Provide your photos (preferably uncropped) in high resolution. The best resolution for photographs is at least 2000 pixels wide for full width shots and 1200-1500 pixels wide for embedded photos. Larger images allow your designer to better optimize any photographs (where necessary) and there is greater scope for resizing or use as background images.
- If you have a strong preference where you want your photos to go – label them to match the name of the desired content page.

Graphics

The right graphic or logo can help clarify a message or support with statistics or other relevant information. Most of the time, your designer will create graphics for you. If you are providing graphics or a logo for use in your content, please use the guidelines in the pro tip on the right.



Using graphic elements to establish an overall style + directional graphics for shoppers.



Using graphic elements to create a distinct brand style.



Formatting Your Content

There's more to written content than the words you use. The text should be formatted properly to make it easy for readers to scan or consume on any screen.

Let's look at an example to give you an idea of the difference good formatting makes to overall website design. Example two is much easier to read, and someone can understand the main message even without reading every word. You need to determine what content should be prioritized before handing it over to your designer.

Example One - text without formatting:

I believe in collaboration. I believe in community. I believe in you.

My life is filled with talented and generous people who believed in my abilities and gave of themselves to help me be successful. Their insight, support and encouragement gave me the tools I needed to confidently build my career. They inspired me to achieve.

They believed in me... just like I believe in you. They helped me... just like I want to help you.

How do you capture a client's vision and use it to create a beautiful, functional design they love? Let me show you.

Currently, I'm developing a collaborative, hands-on workshop for designers like you. Using a sample client, we'll work through the process I use to create designs my clients love. If you sometimes struggle to understand a client's needs or to design a site that feels unique, original, and perfect for their branding and business, this workshop is for you.

In this workshop you'll practice:

Guiding the discovery process so you uncover a client's true vision

Creating branding that resonates with both the client and their audience

Translating your client's vision into a beautiful, functional design

Gathering effective feedback and moving smoothly through the revision process

So much more...

Example Two - identical text with formatting:

I believe in collaboration. I believe in community. I believe in you.

My life is filled with talented and generous people who believed in my abilities and gave of themselves to help me be successful. Their insight, support and encouragement gave me the tools I needed to confidently build my career. They inspired me to achieve.

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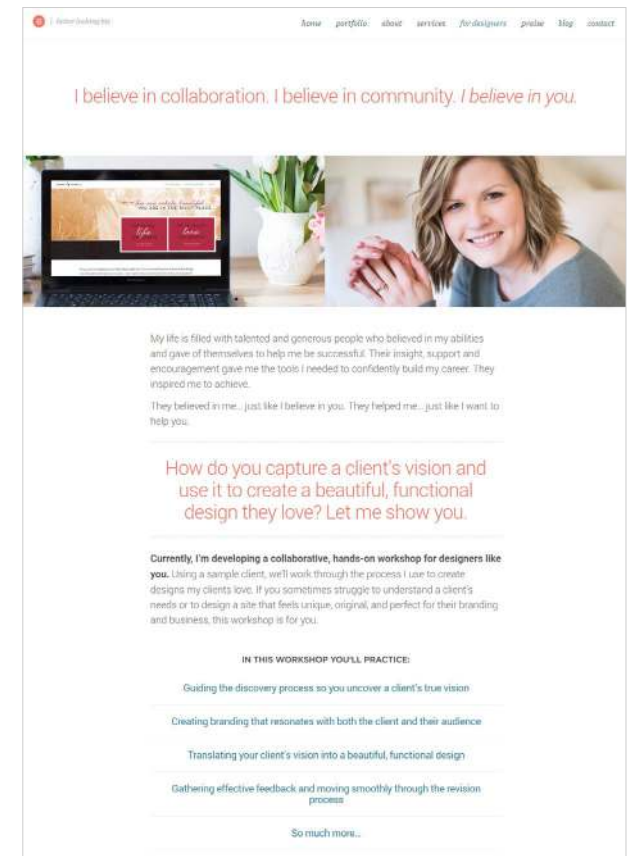
In this workshop you'll practice:

- Guiding the discovery process so you uncover a client's true vision
- Creating branding that resonates with both the client and their audience
- Translating your client's vision into a beautiful, functional design
- Gathering effective feedback and moving smoothly through the revision process
- So much more...

FORMATTING RULES

- Create one file for each web page
- Use formatting tools (Heading 1, Heading 2, etc), bold, and italics to emphasize main points
- Where appropriate, use bullet lists to make text easy to scan

How it looks online:



This guide is brought to you by:



Michelle Hunter

CONTENT STRATEGIST & COACH

Michelle Hunter is a content strategist and coach with a gift for connecting creative entrepreneurs with their clients using great writing. With over 20 years of copywriting and marketing experience, she helps her clients develop and implement effective marketing strategy, create powerful messaging, and tell their story with simple authenticity. Visit MichelleHunterCreative.com to learn more.



Christine Thatcher

DESIGNER & DIGITAL STRATEGIST

Christine Thatcher is the founder of Christine Marie Studio, a boutique design agency dedicated to helping visionary entrepreneurs infuse their personalities into profitable virtual platforms. She combines 25 years of corporate, agency and mid-sized business design experience to guide her clients through the web design and development process.