



WEBSITE CONTENT

SUBMISSION GUIDE

LET'S GET STARTED

ABOUT THIS DOC...

This slide deck is meant to simply serve as a guide.

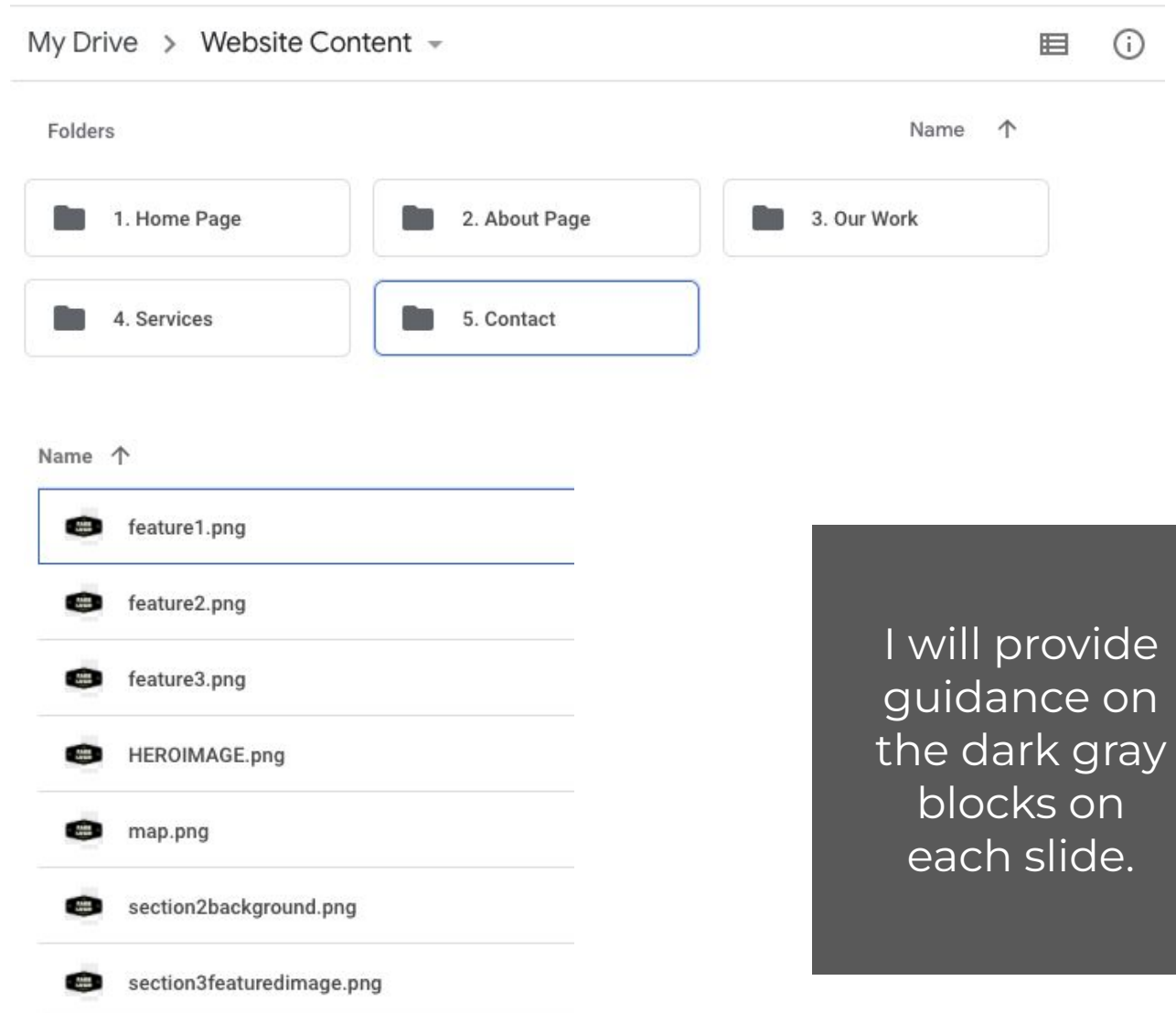
Some clients use this just to know what content I need and send everything via Google Drive, and others create a slide show of their own to visually mock-up what they have in mind. Either way works for me!

In addition to the site mockup (either via a slide deck or docs), you will need to **submit actual image files** as well. Most common way to submit lengthy text and images is to upload via Google Drive. It helps if you can break down the content into folders and files that are named to match the navigation. Pro tip: Number your folders so they stay in order. ;-)

The more you can fill out/send to me, the better.

If you do not have content for a particular section, don't worry – just let me know and we will work through it together.

Use additional slides as needed.



I will provide guidance on the dark gray blocks on each slide.

QUICK CONTACT INFO

PROJECT CONTACT: Firstname Lastname

EMAIL: email@email.com

PHONE: 123 - 123 – 1234

PREFERRED CONTACT METHOD: Email, text, gchat, slack, skype, or carrier pigeon? ;-)

While I am building your website, I may need quick feedback regarding your content and/or preferences.

While absolutely everything on your website is editable, we don't want to waste time having to redo pieces that could have been done right the first time! 😊

WEBSITE ANATOMY

1. LOGO

Introduces your brand

2. NAVIGATION

Directs and guides your audience to additional content

3. HERO IMAGE + COPY

First thing a visitor sees, highlights what you're best at

4. BODY SECTION

Smaller "chunks" of content to showcase who you are and what you do

5. FOOTER

Offers quick contact info and extended navigation. Usually stays the same on all pages.



This diagram illustrates the basic parts of a website layout.

The hero section is most important section. (It's the HERO, after all!).

The body copy is the most complicated area – usually featuring several products/services, testimonials, social proof, reviews, badges/awards, client logos, special offers, etc.

LOOK & FEEL

SITES I LIKE (& WHY)

www.website.com

"animated" look, simple design, not too colorful, professional looking, good photography

www.website.com

very simple, elegant, easy to understand, good font choices

www.website.com

good color choices, easy to find what you need, well-organized

SITES DON'T LIKE (& WHY)

www.website.com

not enough information on home page, difficult to navigate and find what you need, ugly colors – too dark

www.website.com

busy (doing too much?),

www.website.com

good color choices, easy to find what you need, well-organized

Try to find 3 examples of sites you like and do not like. This helps me get a feel for what look and features you prefer. Be sure to tell me why – use my examples as a trigger for how to describe your thoughts. Look at competitors, too!

YOUR BRANDING

LOGO



FAVICON



COLOR SCHEME



FONTS

MONTSERRAT BOLD FOR HEADINGS, CAPS

*Montserrat thin italic for
subheads, sentence case*

Lato - Body Copy

All fonts are Google Fonts.

You will need to submit logos that are high-resolution, transparent. Make sure you have the complete usage rights to the images from your designer. If you do not have a logo or an establish color scheme/fonts/branding package, please let me know.

MAIN NAVIGATION

- **HOME**
- **ABOUT**
 - Company History
 - Blog
- **OUR WORK**
 - Portfolio Category
 - Portfolio Category
 - Portfolio Category
- **SERVICES**
 - Product 1
 - Product 2
 - Product 3
- **CONTACT**

First level items (the ones bolded here) will be in your top navigation. Typically, you want this to be as short and simple as possible.

The nested items are additional pages that will be in a dropdown when hovered over.

Do not feel like every page needs to be directly accessible from the nav bar. Pages that are not linked to the main menu will be added on the next slide.

SITEMAP

ADDITIONAL PAGES NEEDED

- About Page for each team member (7)
- Landing Pages for lead magnets (2)
- Support Page
- FAQ Page
- Custom 404 Page
- Pricing Page
- Shipping & Returns Information
- Landing Page for Affiliate Links
- Landing Page for Thank You Message
- Job Application
- Careers (available positions listed)
- Book a meeting (private link only)
- News (RSS Feed)
- Ratesheet (password protected)
- (Future) Online Store

List any additional sections, categories, pages, or forms that you need here.

These are most often pages that link out from the main ones (from the last slide).

For instance, it's important that I know *each team member* needs their own About Page, but they won't ALL be linked in the navigation bar or dropdown.

HERO SECTION

VISUAL

This serves as a background to the text above and can be

- single high-resolution photo
- slideshow of several images
- video (usually displays best if it's silent and in slow-motion)

Hero section should visually coordinate with your brand's color scheme. Make sure all imagery is horizontal orientation.

VERBAL

This is the first thing your audience will read. Unless you are a photographer showcasing beautiful photos, it is usually on top of the hero imagery. Keep it short and action-oriented.

Typically includes a headline, subhead and a call-to-action (CTA).



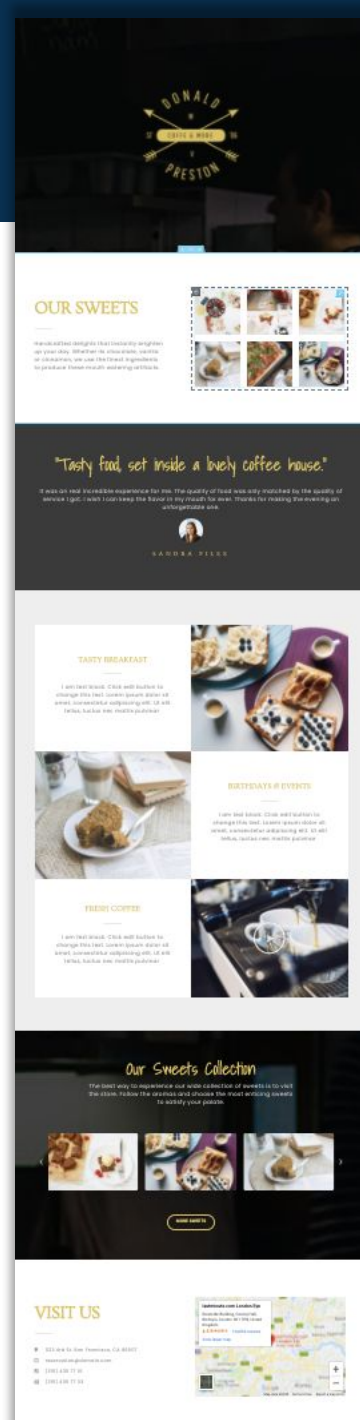
BODY SECTION

CONTENT

This section is where you showcase the most important information. It is also the most flexible, as it can be as long or as short as you need it to be.

SECTIONS MAY INCLUDE

- Special offer/lead magnet
- Featured products/services
- Icons/graphics
- Email list sign-up
- Highlight video
- Portfolio preview
- Testimonials
- Social Proof (Reviews)
- Photos
- Social Media Feeds
- Calendar of Events
- Article Teasers (blogs)
- Client logos
- Resources (learn more)
- Success Indicators (awards/badges)
- Multiple CTAs throughout
- Service area
- Small Forms
- Search box
- Recent news
- Timeline
- Team members
- Pricing table
- Countdown
- Toggle tabs
- Progress bars
- Accordion tabs
- ... the possibilities are endless!



Think of your site as a stack of horizontal sections.

Mock up each of the sections with imagery and text. Use placeholders for images if we are using stock photography.

Do not worry about designing any of the sections - I will take care of that for you, based on the type of content you submit. That said, if you have a preference or what to mimic something you like, certainly let me know. Screenshots work wonderfully! 😊

When submitting your photos, make sure they are high-resolution, you have the rights to use them on your site, and they do not have a watermark.

ABOUT PAGE

THE BIO

We're big fans of relational marketing. That means you present your brand in a humanistic way that really shows your audience who you really are. (Remember, people want to work with *people*.)

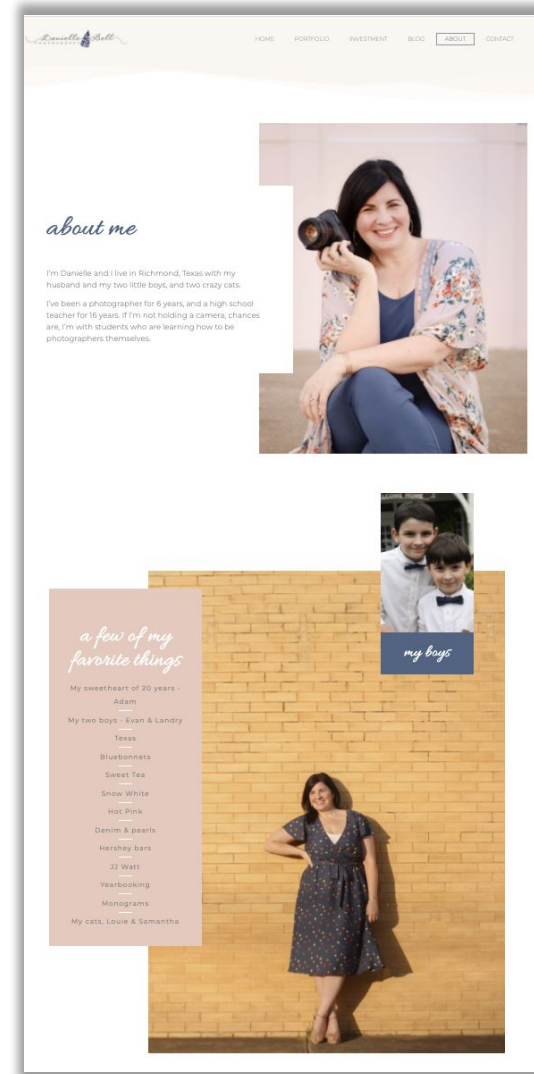
People buy from people they know, like, and trust. Walk them through that journey with an About Page that includes a snappy biography that tells your story, a great photo (or a few), and try to throw in some fun stuff, too!

NOTE: The level to which your brand can be quirky will obviously depend on your industry. Not all companies can get away with being cutesy – but all companies can benefit from a great About Page that tells a story.

THE PHOTO

Try to use professional photos wherever possible. It's worth the investment. Try to plan for photos that match your branding colors, too.

If appropriate, include photos of your family, too.



Having trouble writing a bio?

Bro, same. It's the worst. Try writing it in first person if you're struggling to write it in third person - you can always switch it later.

Start with bullet points and then form sentences. Just word vomit onto the page and then go back and clean it up.

Still having trouble? Enlist the help of a friend who knows you well enough to tell your story. Shoot them your bullet points and see what they come up with! Do their bio for them, too. #Tradesies

SERVICES/PORTFOLIO

CONTENT IS KING

The design on these type of pages vary greatly due, as your content will drive the design.

Take a look at your sales pitch or other marketing collateral – how are your products and services being presented?

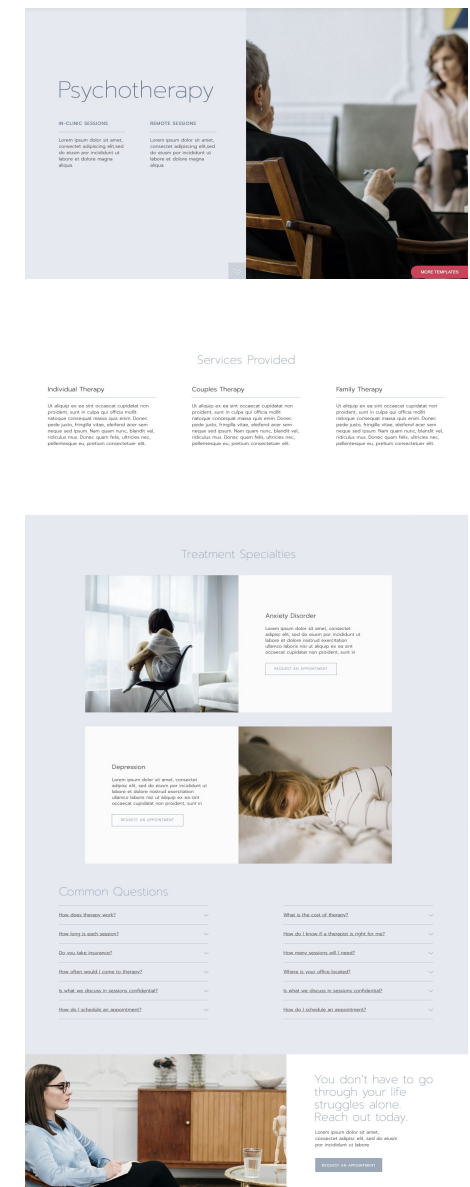
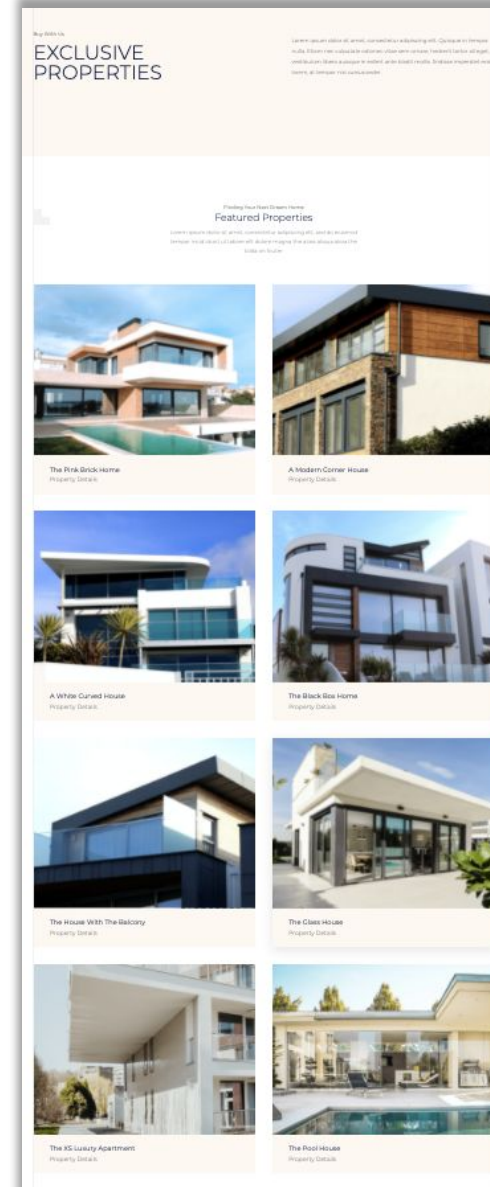
What's working?

What isn't?

Now is the time to tweak so you are putting your best foot forward.

Again, the more you can organize this content for me, the easier it will be to make your vision come to life! Sometimes the best way is just a simple Google Doc with bullet points and use comments for notes to me.

At the very least, I need headings, summaries, and images.



BLOGS

WILL YOUR SITE BE LAUNCHED WITH ANY RECENT ARTICLES?

You definitely don't NEED to launch with a blog, but if you'd like to - make sure you send the content to us!

Always Be Prepared And Know What The Purpose Is.

October 10, 2019 • Elementor Kit

Don't Leave Until You Know Everything. It Will Help Your Case In Court.

Share: [f](#) [w](#) [in](#)



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Take A Look: Amazing Streets And Colourful Day Life



November 13, 2019

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Previous

« The Absolut Mui-Do: Explore Paris From Above

Next

» Secrets Behind The Louvre Museum: A Mui-Do

Need a template?

HERE YOU GO.

CONTACT INFO

PUBLIC CONTACT

ADDRESS

12345 Streetname
City, TX 12345

PHONE

123-123-1234

EMAIL

hello@companyname.com

SOCIALS

Specify if you have a preferred order for the icons to appear in.

FACEBOOK: LINK

INSTAGRAM: LINK

TWITTER: LINK

YOUTUBE: LINK

GOOGLE: LINK

NEXTDOOR: LINK

YELP: LINK

FORM FIELDS

- First Name [Text Box] - Required
- Last Name [Text Box] - Required
- Phone [Text Box] - Required
- Email [Text Box] - Required
- Message [Larger Text Box] - Required
- Send to: email@email.com, email2@email.com
- Add to Mailchimp Group (Contacts)
- After submission: Thank You Landing Page

ADDITIONAL INFO

- Google map of store location
- Areas serviced
- Business License #s
- Photo of office/facility

This is where you'll enter the information you want on your contact page. It also typically appears in the footer of your website.

If you want a contact form, be sure to indicate all of the fields you need to have as well as the type of field.

FORM FIELD OPTIONS

- text (single line)
- textarea (multiple lines)
- email (requires @ symbol)
- phone (exactly 10 numbers only)
- number (numbers only)
- URL (requires a .)
- radio buttons (select one option)
- select (dropdown options)
- checkbox (select multiple options)
- date (calendar selection)
- time (clock selection)
- file upload (allows documents to be attached)

FOOTER

QUICK LINKS

Many brands include a list of popular pages in their footer.

- Blog
- Support
- Login
- Sign Up
- Returns

LEGAL STUFF

PRIVACY POLICY

[LINK TO DOC](#)

This is a best practice for any website, It is required by some countries and/or if you are collecting any consumer information, such as name and email address. [Click here](#) for a template to create your own.

LEGAL DISCLAIMERS

[LINK TO DOC](#)

TERMS OF SERVICE

[LINK TO DOC](#)

OTHER POPULAR FOOTER CONTENT

- Email sign up form
- Mission Statement
- Slogan
- Last chance CTA
- Badges / awards / certifications
- Membership logos (BBB) / affiliations
- Hours of operation
- Social media icons
- Social media feed
- Contact info
- Mini contact form
- Logo
- Mini map
- Site search
- Mini about blurb

TYPICALLY BELOW FOOTER

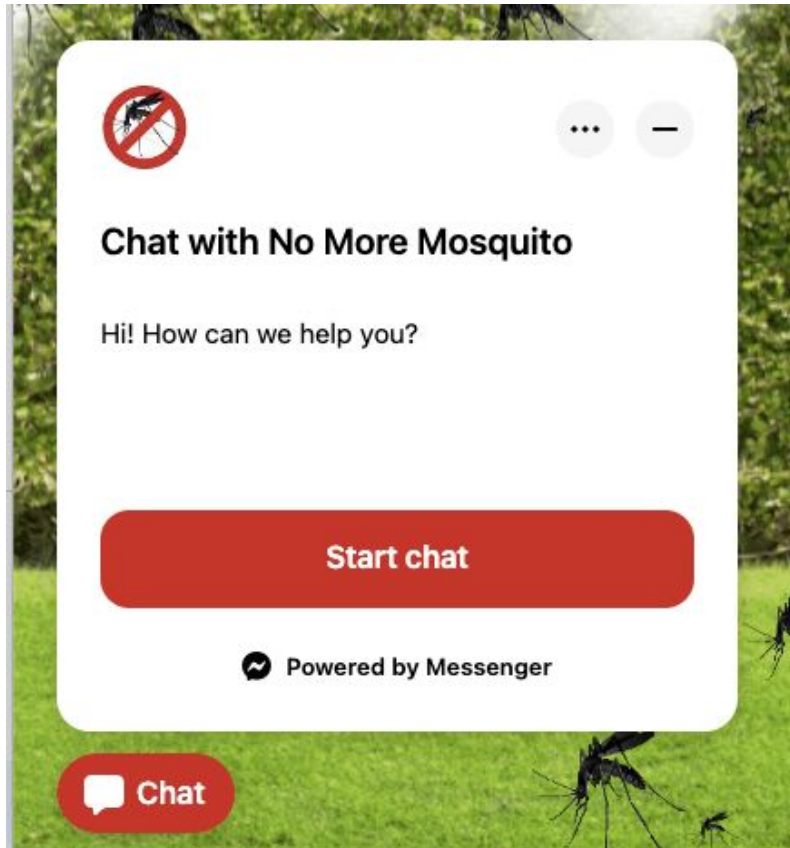
In very small font (usually 6-8pt)

- LEFT: © 2020 Business Name. All Rights Reserved.
- RIGHT: Site by KM Creative link – *will remove upon request*

TECHY STUFF

CHAT BOX

There are many ways to do this and some will integrate with your CRM, but the easiest method is to use the option from Facebook. Users can message your Facebook page directly from your website.



GOOGLE ANALYTICS

1. Setup your [Google Analytics](#) account
2. [Add new property](#) to begin tracking visitors
3. Send the tracking code

To get the tracking code

- Login
- Click Admin (bottom left)
- Click Tracking Info (middle section)
- Click Tracking Code
- Copy the entire "Global Site Tag"
- Paste into a doc

If you have issues, add me as a user (katie@kmcreative.com) and I will grab it for you. 😊