

How to provide quality content (for visitors and Google)

Photos Find up to 10 of your best photos, including your logo to email as jpg or gif images. Ideas: owner/manager portrait, products/services in action, interior & exterior of location(s), Sitting or standing with a customer, smiling employees, generic photos, advertising graphics

Home Text for home page, basically an introduction to your company and what you do. Try a few sentences, plus a "bullet list" of items (your products/services or how you can help clients). Possibly a slider / slideshow of up to 6 images.... Or an embedded YouTube video.

Pages (select all applicable and prepare a one-two word name for it)

<input type="checkbox"/> Home	<input type="checkbox"/> Services overview	<input type="checkbox"/> Testimonials / Reviews
<input type="checkbox"/> About	<input type="checkbox"/> Service detail (1-5 pages)	<input type="checkbox"/> Shopping Cart (___ items)
<input type="checkbox"/> Mission / Philosophy	<input type="checkbox"/> Contact Form	<input type="checkbox"/> Audio/Video/YouTube links
<input type="checkbox"/> News / Specials	<input type="checkbox"/> Links	<input type="checkbox"/> other: _____
<input type="checkbox"/> Blog / Articles	<input type="checkbox"/> FAQ	<input type="checkbox"/> other: _____
<input type="checkbox"/> Directions (location/map)	<input type="checkbox"/> PayPal (accept payments)	<input type="checkbox"/> Policies

Content (*For each page:* please email in body of message or as an attachment)

- Make it quality; be concise – include lots of subheadings, short paragraphs, bullet lists
- Generate curiosity and educate your target audience. What information do visitors want?
- Incorporate all "keywords" that visitors would search for in text for each page (including phrases).
- What separates you from the competition?
- Add links to PDF files for visitors to download or print (your chance to offer 'free' information)
- List honors received and industry associations, chambers you belong to (include their logos).
- Keep the goal of the site and goal of each particular page in mind (how can viewers benefit)
- Use terminology appropriate to target audience, but keep it readable and "skimmable"
- Appropriate graphics (logo, photos, etc.) will help convey and strengthen your message
- Send each page's content in separate email, with photo(s) attached.

Usefulness & Relevance:

Does the content meet visitor's needs, goals, and interests? Solve their problem!

Does the content meet your business goals? Include a Call To Action on each page (link to contact page, "call us now", link to products, "download now", link to external authority site, etc.)

Is the content organized logically & coherently?

Does the content contain factual errors, typos, or grammatical errors? Is it professional?

Does the content include *all* of the information customers need or might want about a topic?

Does the content consistently reflect the editorial or brand voice/style?

Is the content easy to scan or read (headings, bulleted lists, tables, white space, etc.)?

Can customers find the content when searching using relevant keywords?

Have you included links to your social media pages (Facebook, YouTube, Twitter, Google+, etc)?