

## Client website content checklist

After several years of working on web projects, we have found that the process does not always go as smoothly as it should. As a result, we decided to create this checklist for Faciotech projects. This list is not exhaustive and will likely have some omissions, but it should cover most basics.

### 1. General & Global

- Logo
- Footer widget options
  - Social feed
  - Page list / mini menu
  - Legal links
  - Logo
  - Contact info
  - Recent posts
  - Certifications & Memberships
  - Call to Action
  - Brief about
  - Opt-in
- Sidebar widget options
  - Opt-in
  - Recent posts
  - Contact block
  - Categories
  - Author
- Social media profile links
- Favicon (or create one from their logo)

### 2. Home Page

- Header/Hero Image
- Main headline
- Tagline
- Headline for SEO
- Site description
- Header button text
- Images

# Page Checklist



- Call to action
- Home slider
- About us section
- Service boxes
- Contact section
- Blog section
- Products
- Offers/packages
- Partners/Clients
- Others

## 3. **About**

- Main content
- Core values
- Mission
- Vision
- History
- Executive Directors Message
- Video introduction to the Company
- CSR information
- Time series of business
- Images
- Team photos
- Team bios
- Team social media
- Certifications & Memberships & Partners & Accreditations
- Call to action
- others

## 4. **Products/Services**

- Headings
- Summary
- Images

## 5. **Blog**

- Author Bio
- Author Image (gravatar)

# Page Checklist



- Several initial posts with featured image

## 6. **Contact**

- Phone number (s)
- Email address (es)
- Contact form fields
- Map address (es)
- Mail address (es)
- Supporting text
- Areas serviced
- Business numbers or license numbers, if required
- Premises photos
- Country or department offices
- Knowledge base page links
- FAQs

## 7. **Supporting Content**

- Testimonials including images
- Client images/logos
- FAQs
- 404-page content & links
- Downloads & Resources
- Video embed code (Client to upload)

## 8. **SEO**

- Target keywords

## 9. **Email Marketing**

- CRM/autoresponder credentials
- Lists to add subscribers to
- Tags to add
- Opt-in
  - Location(s)
  - The headline and/or subscribe text
  - Button text
  - Fields (optional/required)

# Page Checklist



## 10. Tracking & Scripts

- Analytics
- Facebook pixel code
- Live chat script
- Reviews embed code

## 11. eCommerce

- Products
  - Title
  - SKU
  - Category
  - Description
  - Image
  - Price
  - Dimensions & Weight (if calculating shipping)
- Shipping method (s) & costs
- Payment method (s) and credentials
- Coupons

## 12. Legal

- Privacy Policy
- Terms and Conditions or other legal info
- Custom copyright

## 13. Gallery

- Images
- Videos
- Documents
- Others

## 14. Events

- Incoming events
- Past events

# Page Checklist



## Page Descriptions

**Home Page:** Every site begins with a primary introduction page. This page should focus on the overall site and link all major areas and functions. Links back to the Home Page will be accessible on every page. Appropriate design choices for the Home Page will be an essential part of the development process. The Home Page will anchor the site and pull its elements together rather than be a promotional introduction.

**Support:** Technical information, FAQs, and manuals for performing specific functions on the website. A support form could be included to report problems and request assistance.

**Gallery:** This section could display pages of images. The Gallery could also be used for documents, sound files, Acrobat PDF files, or other "library" functions. A pre-built template would display pictures on "section" pages as thumbnail images. Hundreds of images could be supported. The Gallery is a great way to showcase your images and videos online.

**Events:** This page would list current events that the Company is involved in. The Events Calendar is carefully crafted, and that lets you easily share your events. Events created on the calendar are beautiful, solid, awesome, easy to create, and easy to manage your calendar of events. The Events Calendar will help take your site to the next level.

**About Us:** This section would summarise what the Company is about, your vision, missions, core values, history, Executive Directors, welcome messages etc. Maps and driving directions would be included. Company history, biographies, pictures, and links to other pages and/or sites could also be added.

**Site Map:** The Site Map is a page that contains text-based links to each primary area of the site. It is a convenient way to navigate around a website and see a complete overview of the topics it presents.

# Page Checklist



**Search Results:** A "Search" field and button will be available on each page. When pressed, the entire website will be searched for a matching text string, and the results will be displayed on this page as content with a link. For example, search ranges could be limited to a specific topic or site area and search the entire site.

**Administrator Section Panel (Important):** Our websites have an administration panel for adding articles, managing images, and managing the site. This makes it easier for the site to be edited and managed from any web browser software. In addition, the administrator panel has a login security check that only allows vulnerable people having login passwords to gain access. All login credentials are given to the Client after the full payment has been made.

**Team pages:** A page is devoted to promoting your Company's most valuable asset: your employees. Meet the Team, which is often seen as an extension of the About Page, introduces your visitors to your staff, offering openness and a human touch. It is a fantastic method to attach names and titles to faces. Customers nowadays demand a lot more customized, intimate experience with the firms they buy from, thus making this critical. The days of casual, impersonal sales are long gone.

**Project pages:** A project page is a place for NGOs to display the numerous initiatives they have participated in. This allows prospective donors and contributors to track the effects your organization has. For private businesses, a portfolio page is a unique way to display your work and introduce yourself to others. It is similar to having an evergreen platform for your projects, case studies, and biographical information. It is also a great chance to show off your personality, skills, and expertise.

**Services:** Creating a services page for your Company's website is about more than simply stating what you can do for a client; it also defines how your Company or brand differs from the competition. Remember, on this page, you are marketing yourself and your firm. Writing the services page should be simple if you know what your consumers want and have a thorough grasp of your sector. This page contains a comprehensive summary of your services and the advantages customers get by utilizing or

# Page Checklist



employing you. In addition, this page provides a list of your organization's initiatives or issues and the demographic segment with whom you deal. Including a "Why Use Us" section on your website is a simple approach to advertising the advantages of your Company's services. Include what makes your firm unique and the benefits your Company or brand provides.

**Blog/News:** A blog (a shortened variant of "weblog") is a conversation or informative website that is published on the World Wide Web and is made up of discrete, typically informal diary-style text entries (posts). Posts are usually shown in reverse chronological order, with the most recent entry at the top of the page. Posting quality material to your blog regularly is a popular type of content marketing. Instead of going to your audience with typical outbound marketing methods like advertising and cold calling, the purpose of inbound marketing, or content marketing, is to have your audience come to you. If you dislike selling yourself and self-promotion, this should be a kind of marketing that appeals to you. Note: The Client must provide us with the list of categories and at least one article for each section.

**Contact page:** A contact page is a standard web page on a website that allows users to contact the organization or person that operates the website. One or more of the following things may be found on this page: an email address, a phone number, and a postal address, often with a map displaying the location and connections to social media, a text message or enquiry contact form etc. In the case of prominent corporations, the contact page may have information for many offices (headquarters, field offices, and so on) and departments (customer support, sales, investor relations, press relations, etc.).