



## Blog Assignment #1: CONTENT CHECKLIST:

You want to make sure that you look...reputable and trustworthy. Like time and energy and effort has gone into your blog, and all of the web stuff that you do. You don't want people to leave for a 'better' or 'safer' place.

And you want all the information accessible.

What we have here is your content checklist: Make sure that readers and viewers can see this stuff on your blog.

A great article regarding this comes from CopyBlogger, a fantastic online resource:

<http://www.copyblogger.com/copy-conversion/>

Now as for your site:

We're using Google Docs to do this stuff because it produces HTML without the junky code that Microsoft Word puts in.

Go to google docs at <http://docs.google.com>. to have this organized; we suggest you make a folder for all of your "basic" stuff so it can be updated all at once.

Now: Make sure your site has everything listed below, somewhere *within one click* of the main page.

You can go to the links on Guerrilla.ME for good examples as to how to do this and what to do.

This will likely help your business anyway, because a lot of these things should be communicated to the customers you work with.

To a point, everything we do with logos that people recognize is going to help build trust.

***The checklist begins on the next page.***



# Content Checklist:

- About Page*** Your “about” page needs to have basic information about what your company does, who the website is for. It should link to:
  - Contact us (including your phone number)***
  - Testimonials (You should ideally have a video in the sidebar).***
  - What you do for a living & who you do it for: Ex: We help small businesses build their online presence by using all the tools available.***
- Your Team/Office:***
  - Team member pictures - IF APPLICABLE***
  - If THEY link to your page...on ALL of their social media- this is a no brainer.***
  - Hours of operation (in a FRIENDLY way).***
  - Location: Physical Address***
  - EMBED A GOOGLE MAP. (Follow instructions later)***
  - What areas you serve (Again, embed another google map)***
  - Phone/FAX***
  - Link to Contact Page.***
- Contact Page:***
  - Can go in sidebar.***
  - How easy it is to do business with you.***
  - Phone,***
  - fax***
  - email***
    - consider support@ or help@***
    - have one real person’s name...people mistrust anonymity.***
  - Webform to contact you with--at most--mild captcha.***
  - Hours.***



# Content Checklist:

- Bio:**
  - CAn be same/on about page.*
  - Your picture*
  - Your bio--what you've done for a living, who for, and why you can help.*
  - Community interests.*
- How To Do Business With You:**
  - What customers have worked with you.*
  - How To Get an appointment.*
- Order Page/Request a Consultation/Appointment.**
  - Needs to have a talking head video saying what you're about.*
  - A webform: We'll teach you how to build contact forms in a later class.*
  - Must Tell People What TO Expect when they submit (i.e. someone will get back to you usually within 3 or 4 hours but at the most 24).*
  - You Must Have a system in place to deal with this (LIFO).*
- In Footer:**
  - Privacy Policy Link. Terms And Conditions. Someone's Name.*
  - Physical Address (so they know you're not hiding)*
  - Phone Number*
- List of big customer groups in sidebar--you're NOT pigeonholing yourself.**
  - Should link to category pages.*
  - "Homebuyers" or "HR Departments"*
- A video with YOUTUBE link (for non techies).**
  - Talking head.*
  - power point.*
  - they wanna hear your voice.*
- "What We Do"**
  - Repeats info in about.*
  - Can be organized "under" about.*



# Content Checklist:

- Links to your "Tribe"**
  - Other people in your industry you want to be included with.*
  - People that you like that have some prominence*
  - Don't shy away from being yourself.*
- Links to people in your area (nofollow if you like)**
  - Chamber of commerce*
  - Professional organizations*
  - Your Charities.*
- Privacy Policy**
  - in sidebar or level two unless you're a CPA/Law Firm and you've written a custom one.*
- Returns Policy**
- Guarantee**
- Tag Cloud/Categories Cloud**
  - Tags are for people, and people are often used to them.*
- List categories in sidebar.**
- Email Visible on front page (you can put it in a jpg to avoid spam.)**
  - Email should not have an @ address.*
- Search this blog**
- Display your social networks:**
  - Minimums:**
  - Linked In**
  - Twitter**
  - FaceBook**
  - YouTube**
- Important! VITAL! HUGE! : TESTIMONIALS**
  - Best: Video with website below.**
  - Good: Voice Mail**
  - OK: Quotes With Pictures**
  - Better than Nothing: Quotes with "Jamie G, Montana"**