



# WEBSITE CONTENT

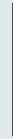
PROMPT WORKBOOK + WORKSHEETS



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CONGRATULATIONS!



You are reading this because you are in the market for a new or refreshed website!

Firstly, this is a very exciting place to be in, but can also be a bit overwhelming and scary at the same time. Chances are you are not a copywriter, and while you know your business/product/service inside out, writing may not be your strong suit OR you just don't have the time to be writing out your website content line by line.

That's where the **Website Content Prompt Workbook** will come in handy! It is a comprehensive guide to planning your website content and can either be used as the foundations of writing your own website content, or is a great starting point to send to a copywriter if you do not have the time/skillset to write your own.

A photograph of a potted plant with large, dark green, oval-shaped leaves. The plant is in a light-colored, woven basket with two handles. It sits on a wooden floor against a white wall.

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## How to use the workbook

USE IT AS A PLANNER	DON'T WORRY ABOUT GETTING IT PERFECT AT THE START	EVERY FIELD WON'T APPLY
<p>The most efficient way to use this workbook is to use the prompts to plan out your content and either send to the copywriter you have hired to help you properly craft your website content, or use the prompts to write your full copy into a Word Doc or Google Doc so you can do a proper spell check and format the text (bold/italic etc).</p> <p><i>Note: Copywriters will have their own processes for gathering your content, so while this prompt book is a fabulous start, they may hone in on anything they feel is missing or needed for your own site content.</i></p>	<p>This prompt workbook isn't a one size fits all, and is definitely more of a springboard than the bible of content writing, so don't worry if your content requires some tweaking or if your pages don't fit into the workbook sections required. Just use your best judgment and fill out the fields that relate to your own unique brand/business.</p>	<p>The <b>Website Content Prompt Workbook</b> has been designed in a way that anyone can use to plan their website copy, but in some sections the fields may not apply.</p>

## DISCLAIMER

### This isn't a one-size-fits-all workbook

The best way to describe the **Website Content Prompt Workbook** is that it is a workbook full of prompts for what content your site CAN have, rather than a best practice guide for HOW to write content. It is focused on educating you as a web design client on what content you can prepare, and all the different ways in which you can add your brand tone of voice and messaging.

It is not to take place of actual copywriting or to help you write content better. It has been designed to offer you a more thorough look at what can be included and some reasoning and examples of what you can write.

The **Website Content Prompt Workbook isn't a one-size-fits-all workbook**, it's more a general springboard for content ideation and creation, and not all pages are covered or all points. Just an overarching view on the website content that may work well for most standard websites, but is in no means an exhausted workbook for every business niche out there.

*With all that being said, let's get started!*



*let's go!...*

01.

# THE RESEARCH



# Website Purpose & Goals

This will help inform how we structure the website. It should also help inform how you should be writing your content (tone, message, purpose), and what sort of imagery you might need.

## WHAT IS THE MAIN PURPOSE OF YOUR WEBSITE?

You can choose multiple, but a maximum of 3 should be enough to keep a strong focus on reaching these purposes.

**Promotional** - more text heavy, aimed at helping customers learn more about you and your products and history.

**Educational** - teach your audience something, more resource/blog post heavy, instructional language.

**To sell products and/or services** - Feature products and items, use language to market and sell, image-heavy.

**Motivational** - Inspire customers to do something, language use is more uplifting/guiding, resource and blog heavy.

**Functional** - Provide access to business services, investment options, submit application/contact.

**Engagement** - Provide a place for customers to interact with your business, blog-like, submit questions via email, etc.

**Informational** - Provide information to current and potential customers, an overall look at your business and where to find you.

**Entertainment** - E.g. online magazines, movies, the arts. Easy to navigate, frequently updated, engaging by using dynamic content, such as videos, Podcasts, slideshows, etc.

**Other:**

## WHAT ARE YOUR WEBSITE GOALS?

You can choose multiple, but a maximum of 3 should be enough to keep a strong focus on reaching these goals.

**Increase sales** - Search engine optimization, well-organised content, user-friendly site, effective calls-to-action (buttons), increase conversion rate.

**Becoming an authoritative resource (an expert in your field where people go for help/information)** - Providing quality content on your website, regularly adding new information, establishing trust, marketing your site on other websites and social media.

**Improve interaction with existing and potential customers** - Email marketing lists, online support (live chat), webinars, and content designed to give your visitor a reason to come back.

**Build your brand** - Active social media programme, promotions, reputation management.

**Increase your leads (traffic/engagement/email capture)** - Clearly communicated content, consistently updated, search engine optimization, user-friendly site, effective calls to action, consistent sections for users to get in touch/contact/sign up.

**Other:**

Notes:

# Target Audience

This can differ from your main audience if your website serves a different purpose, such as selling, or being more informational. What sort of people do you want to be looking at your site and engaging with it?

## THINK ABOUT YOUR IDEAL CUSTOMER\*

\*Specifically the relevant details that relate to your business.

What are their interests:

What are they most passionate about:

Their biggest personal/professional goal:

What do they believe strongly in:

Their top priorities are:

What motivates them:

What are characteristics of their personality:

Other:

## WHAT ARE THEIR PAIN POINTS?\*

\*Specifically the ones you will be addressing/providing a solution to.

What scares them:

What keeps them up at night:

What are their frustrations:

What challenges are they facing:

What do they need/want that currently they can't get or find hard to access/buy/try:

Other:

Notes:



# Website Inspiration

This is an exercise that will help you really visualise your ideas for your site. Start by finding whole website or snippets of website sections that just speak to you visually OR you like the way they work. Another great idea is to find examples of websites or designs you DON'T like and make a note of them, just for a well-balanced visual idea.

## INSPIRATION EXAMPLE #1

Add link below:

What phrasing do you like on this website?

What do you like about this example:  
*i.e. colour, layouts, sizing, notable features, things that it does, layering, image use, plugins, typography use, style of an element*

## INSPIRATION EXAMPLE #2

Add link below:

What phrasing do you like on this website?

What do you like about this example:  
*i.e. colour, layouts, sizing, notable features, things that it does, layering, image use, plugins, typography use, style of an element*

## INSPIRATION EXAMPLE #3

Add link below:

What phrasing do you like on this website?

What do you like about this example:  
*i.e. colour, layouts, sizing, notable features, things that it does, layering, image use, plugins, typography use, style of an element*

## ANTI-INSPIRATION EXAMPLE #1

Add link below:

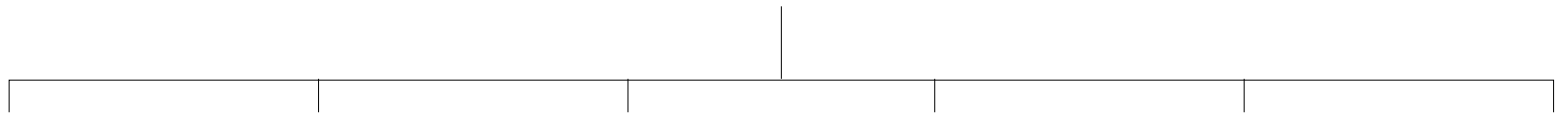
What phrasing do you like on this website?

Why do you dislike this example:  
*i.e. colour, layouts, sizing, annoying features, things that it does, layering, image use, plugins, typography use, style of an element*

# Page Navigation

Use this interactive page as a guide for writing out the page navigation titles you need, and any pages that will be under a main page. You can't go wrong with a pad and pen either so feel free to print this out and scribble your ideas out!

## HOMEPAGE



Main pages  
(Navigation  
Menu)

Second level  
pages OR  
external links

Second level  
pages OR  
external links

Second level  
pages OR  
external links

Additional content/notes:

### TIP

You should not have lots of pages in your navigation menu as it will be hard for your users to navigate.

Suggestion:  
Limit navigation menu pages to a maximum of 8  
(ideally 6).

02.

# THE DETAILS



# Backend Information

These are the details that build up the behind-the-scenes foundation of your site, and may differ from what the public will see.

## REGION & LOCATION

Country

State/Region:

## BUSINESS INFORMATION

Business Name:

Business Address:

Contact Phone Number:

Contact Email:

Business Hours:

## SOCIAL MEDIA ACCOUNTS (CONNECTED ACCOUNTS)

Facebook:



Instagram:



Pinterest:



Twitter:



Youtube:



LinkedIn:



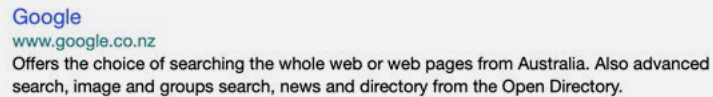
Other:

# SEO Description

All websites should be built for clean indexing by search engines (Rocketspark templates definitely are!), but the content you add to your site and how you present it plays a big role in how easily people are able to find you. Ensure your site is optimized for search engines and visitors alike.

## WHAT IS AN SEO DESCRIPTION?

A short (50-200 characters), relevant, readable description of your site to your site meta description. This description will appear below your link in Google. By writing an engaging meta description that includes relevant keywords, this will lead to a boost in your click-through rate (people visiting your site!).

A screenshot of a Google search result for the website www.google.co.nz. The text shows the Google logo, the URL, and a brief description: "Offers the choice of searching the whole web or web pages from Australia. Also advanced search, image and groups search, news and directory from the Open Directory."

Google  
www.google.co.nz  
Offers the choice of searching the whole web or web pages from Australia. Also advanced search, image and groups search, news and directory from the Open Directory.

Think of it like an elevator pitch but in a short statement that you have 5 seconds to tell someone. A good thing to think about is what that people you want to work with are searching for and typing in.

## GREAT REAL WORLD EXAMPLES:

- **Taco Bell:** Taco Bell brings people together with Mexican-inspired food. We're one of a kind—like you. Customize your faves. Sign up for exclusive offers. Order now!
- **Lonely Planet:** Love travel? Discover, plan and book your perfect trip with expert advice, travel guides, destination information and inspiration from Lonely Planet.
- **Lululemon:** Lululemon makes technical athletic clothes for yoga, running, working out, and most other sweaty pursuits. As always, shipping is free.
- **Jenna Kutcher:** I'm an expert at online marketing, a nerd when it comes to the numbers, and my obsession is teaching others how to make a living doing what they love.
- **Dharma Bums:** Dharma Bums is an ethical yoga and activewear brand providing beautiful, high performance activewear that performs flawlessly.

## SEO DESCRIPTION/ META DESCRIPTION

03.

# PAGE PROMPTS



# Home Page

Your homepage is sometimes the first touch point your audience has with your brand - so you want to make a great first impression! Your home page can usually be broken into sections (again, this will differ between every business). Start by thinking of what your TOP main points/messages/offering you want to showcase on this first critical page.

## WHO ARE YOU

In 1-2 short sentences, explain who you are/what you do/your mission statement/purpose:

*Depending on your site design, this may be used to introduce who you are at the top/on top of a banner image on your home page.*

*Example: "Intentionally working with those who are passionate, committed, driven, dreamers and visionaries who are ready to tell their business story through fresh and creative design."*

## IMAGES

Add a Dropbox/Google Drive link to the images you want to use below:

## WHAT ARE YOU SELLING/OFFERING

List and/or describe your top services:

## CALLS TO ACTION PATHWAYS

List some paths you want your visitors to take:

Pathway #1

*Additional text/elaborate on why they need to perform the action*

Pathway #2

*Additional text/elaborate on why they need to perform the action*

Pathway #3

*Additional text/elaborate on why they need to perform the action*

Pathway #4

*Additional text/elaborate on why they need to perform the action*

Pathway #5

*Additional text/elaborate on why they need to perform the action*

Pathway #6

*Additional text/elaborate on why they need to perform the action*

*Example: 'Read the Blog' or 'Learn More' or 'View Recent Work' . Think about how you want people to engage with your site and what actions you want them to take.*

## \*OPTIONAL\* PRE-FOOTER CALL TO ACTION

Use the last content area before the footer for a strong call to action/freebie/content upgrade:

Additional content/notes:

# About Page

Your About page can often become one of your most visited pages on your whole site, so now is the time to wow your audience (no pressure!). A good way to start is to envision your target audience and what THEY want to hear. If they are coming to you for your professional services, they may want to hear about your background/credentials/your story. If they are coming to buy actual products, they may want to know your Why, how you got started, the story behind the products. First person or third person, it comes down to writing something engaging for your personal audience, leaving them inspired to buy/try your offerings or contact you for more.

## NAVIGATION TITLE:

Short and sweet, usually 1-2 words as this will be what shows in your main navigation. Example: 'About' or 'About Us'.

## PROMPTS

- Name & title (most people will be looking for this/want to know you are real!)
- Describe what you do
- What services do you provide
- Who you ideally want to work with
- Tell a story!
- Explain why someone should work with you
- Explain why someone should buy your products.

## ABOUT

Draft your About page content here:

## PAGE TITLE:

The page title is what appears in the top of the browser window. Example: 'Meet The Founder' or 'About the Artist'.

- Talk about your background/credentials
- Share a personal experience
- What is your business 'Why'
- Share details about what you do on your time off/not at work/hobbies
- Share some relatable facts about yourself
- Where are you from
- Where are you based currently
- Add links, to social media or articles you've been in.

## CALLS TO ACTION PATHWAYS

List some paths you want your visitors to take from your About page:

Pathway #1

Additional text/elaborate on why they need to perform the action

Pathway #2

Additional text/elaborate on why they need to perform the action

Pathway #3

Additional text/elaborate on why they need to perform the action

Example: 'Read the Blog' or 'Learn More' or 'View Recent Work'. Think about how you want people to engage with your site and what actions you want them to take.

## SEO

Unique description:

Search results typically show your SEO title and description. Depending on the search engine, descriptions displayed can be 50 to 300 characters long. If you don't add a title or description, search engines will default to use your page title and content.

## IMAGES

Add a Dropbox/Google Drive link to the images you want to use below:

Additional content/notes:



# Services

Depending on your business, this page could be the BIG SELLER of your website, so this is where you want to be adding key information, pricing (or not), links, and as many details as you can so that your audience has a very good idea of what you are offering and how it will benefit them. And where to get in touch so they can take advantage of these services!

**P R O M P T S** Consider the below points, and detail them on the following page.

Notes:

- **Challenges/Problems**  
Write/begin with an introduction of a few of the challenges or problems your audience is facing (that you are solving). Example: 'Are you struggling with ...' or 'this service is for you if...'
- **List your services**  
This will be dependent on your business, but you can either package up your services into clearly defined deliverables with a sentence or two explaining them, or you can keep it simple and just list out what you do and have a call to action for more information.
- **Explain your process**  
This can be written out on your Services page, or linked to if you want to have it as a separate page. Think about the steps your audience needs to book in/get in touch, and how it all works once they begin working with you/have bought from you.
- **List prices (or not)**  
Again, very dependent on your business but you can either list your set pricing with each service, not include a price at all, or just have 'pricing from \$X' so your audience knows where your pricing begins. Totally up to you!
- **Add a document**  
You don't have to have all your service info on the one page, get creative and include a downloadable Services List or Price List so people can quickly scan your Services page for relevant details and download your file to print and read later.
- **Include examples of your work/case studies**  
This is great for most businesses and can be exactly the visuals needed to inspire your audience to work with you/buy your service. Only include your very best examples, and you can even tailor them per service (Example: show website work for your website design services or provide a testimonial from a happy client for your coaching services).
- **Include some FAQs**  
Again you can either have them on the page, as drop-downs, as a PDF file they can download or with a link to separate FAQs page. Think about your most frequently asked questions and what would be helpful for your audience to know.

# Service 1

## NAVIGATION TITLE:

Short and sweet, usually 1-2 words as this will be what shows in your main navigation. Example: 'Services' or 'Offerings'

## PAGE TITLE:

The page title is what appears in the top of the browser window. Example: 'What We Do' or 'Our Offerings.'

## CALLS TO ACTION PATHWAYS

List some paths you want your visitors to take from your page:

Pathway #1

Additional text/elaborate on why they need to perform the action

Pathway #2

Additional text/elaborate on why they need to perform the action

Pathway #3

Additional text/elaborate on why they need to perform the action

Example: 'See Recent Work' or 'Get in Touch' or 'Book a Project' . Think about how you want people to engage with your site and what actions you want them to take.

## SEO

Unique description:

Search results typically show your SEO title and description. Depending on the search engine, descriptions displayed can be 50 to 300 characters long. If you don't add a title or description, search engines will default to use your page title and content.

## IMAGES

Add a Dropbox/Google Drive link to the images you want to use below:

Price (if applicable):

Link to specific service image (Dropbox/Google Drive):

Add Pricing/Services downloadable file

Write out/Link to Process

Write out/Link to FAQs

Additional content/notes:

# Service 2

## NAVIGATION TITLE:

Short and sweet, usually 1-2 words as this will be what shows in your main navigation. Example: 'Services' or 'Offerings'

## PAGE TITLE:

The page title is what appears in the top of the browser window. Example: 'What We Do' or 'Our Offerings.'

## CALLS TO ACTION PATHWAYS

List some paths you want your visitors to take from your page:

Pathway #1

Additional text/elaborate on why they need to perform the action

Pathway #2

Additional text/elaborate on why they need to perform the action

Pathway #3

Additional text/elaborate on why they need to perform the action

Example: 'See Recent Work' or 'Get in Touch' or 'Book a Project' . Think about how you want people to engage with your site and what actions you want them to take.

## SEO

Unique description:

Search results typically show your SEO title and description. Depending on the search engine, descriptions displayed can be 50 to 300 characters long. If you don't add a title or description, search engines will default to use your page title and content.

## IMAGES

Add a Dropbox/Google Drive link to the images you want to use below:

Price (if applicable):

Link to specific service image (Dropbox/Google Drive):

Add Pricing/Services downloadable file

Write out/Link to Process

Write out/Link to FAQs

Additional content/notes:

# Service 3

If you have more than 3 services, duplicate this page and use it to write out more of your services.

## NAVIGATION TITLE:

Short and sweet, usually 1-2 words as this will be what shows in your main navigation. Example: 'Services' or 'Offerings'

## PAGE TITLE:

The page title is what appears in the top of the browser window. Example: 'What We Do' or 'Our Offerings.'

## CALLS TO ACTION PATHWAYS

List some paths you want your visitors to take from your page:

Pathway #1

Additional text/elaborate on why they need to perform the action

Pathway #2

Additional text/elaborate on why they need to perform the action

Pathway #3

Additional text/elaborate on why they need to perform the action

Example: 'See Recent Work' or 'Get in Touch' or 'Book a Project' . Think about how you want people to engage with your site and what actions you want them to take.

## SEO

Unique description:

Search results typically show your SEO title and description. Depending on the search engine, descriptions displayed can be 50 to 300 characters long. If you don't add a title or description, search engines will default to use your page title and content.

## IMAGES

Add a Dropbox/Google Drive link to the images you want to use below:

Price (if applicable):

Link to specific service image (Dropbox/Google Drive):

Add Pricing/Services downloadable file

Write out/Link to Process

Write out/Link to FAQs

Additional content/notes:

# Blog Banner

Blogs are a nice way to provide more information about you, and link off to other parts of your site (calls-to-action!)

## NAME OF BLOG:

Phrasing your Blog title like a question is a good idea for Google Search Engines.

## SEO

Unique description:

*Search results typically show your SEO title and description. Depending on the search engine, descriptions displayed can be 50 to 300 characters long. If you don't add a title or description, search engines will default to use your page title and content.*

Additional content/notes, or blog post ideas:

## FILTERING WITH TAGS

You can use tags to organise content and help visitors find content that interests them. When a customer clicks on a tag in a blog post, they'll see all the posts filtered by that tag.

## TAGS IDEAS HERE:

Tags divide content by subject or type. It's recommended to categorising conservatively, as too many tags can be confusing or overwhelming to your readers.

*Example: Business, Instagram, Personal.*

# Shop - Basic Settings

Depending on your business, this page could be the BIG SELLER of you website, so this is where you want to be adding key product information, pricing, product variations, product FAQs, shipping details and more. There are also a lot of settings you can add to a Rocketspark shop, so make sure to read through everything you can add for a better customer experience. Source: [Rocketspark - Getting started with Ecommerce](#)

## NAVIGATION TITLE:

Short and sweet, usually 1-2 words as this will be what shows in your main navigation. Example: 'Shop' or 'Products'.

## PAGE TITLE:

The page title is what appears in the top of the browser window. Example: 'For the Home' or 'The Marketplace'.

## SEO

Unique description:

Search results typically show your SEO title and description. Depending on the search engine, descriptions displayed can be 50 to 300 characters long. If you don't add a title or description, search engines will default to use your page title and content.

## BANK ACCOUNT NUMBER

To set up your shop quickly, we can use your NZ bank account number. Once this is connected you can then look into payment Gateways which suit your needs.

[View more Rocketpsark payment Gateways here.](#)

## SHIPPING

To set up your shop quickly, you can choose a flat fee, or rates depending on region.

[View more Rocketpsark shipping options here.](#)

## STORE TERMS & CONDITIONS

Customers need to agree to these Ts&Cs before they can finalise their purchase.

Returns Policy:

Describe the return policy for your store, how to return items, and contact info.

Shipping

Explain when items will be shipped, along with expected delivery times.

Privacy Policy:

Describe the Privacy Policy customers of your store are subject to.

# Shop - Notifications

Your customers will receive automatic email notifications for their orders. Editing these emails ensures your customers get the information you want them to, the emails you send reflect your brand voice.



## ORDER EMAILS

Customise the automated emails sent to your customers.

### Order Confirmed - sent when an order is placed

Message

*Example: Thank you for your order at Your Business Name.  
Once your package ships we will send you a notification email.  
Digital Product - Unique links to your digital goods will be emailed to you.  
Service Product - We will be in contact shortly regarding the services you have ordered.*

# Shop - Products

Depending on your business, this page could be the BIG SELLER of you website, so this is where you want to be adding key product information, pricing, product variations, product FAQs and more! Duplicate this page and use it to write out more of your products (up to 10).  
**If you have more than 10 products you'll need to create a CSV file listing all the products you want to be added to your shop.**  
[Click here to download a CSV sample/template to show you how to format your CSV and what information we need.](#)

Physical product

A package must be shipped by the merchant.

Digital

Customers receive a secure link to the file lasting 24 hours after the first download.

Service

A service must be rendered. Services do not have shipping costs applied.

Gift Card

Customers can apply a gift card towards future purchases.

Physical product

A package must be shipped by the merchant.

Digital

Customers receive a secure link to the file lasting 24 hours after the first download.

Service

A service must be rendered. Services do not have shipping costs applied.

Gift Card

Customers can apply a gift card towards future purchases.

Title:

Title:

Price (and/or state price per variant e.g. size, weight, colour etc):  
*Not applicable on Digital Products*

Price (and/or state price per variant e.g. size, weight, colour etc):  
*Not applicable on Digital Products*

						Quantity
Price	Variant (size, weight, colour, style)	Quantity	Price	Variant (size, weight, colour, style)	Quantity	

						Quantity
Price	Variant (size, weight, colour, style)	Quantity	Price	Variant (size, weight, colour, style)	Quantity	

Description:  
*Add more pricing variants below if needed.*

Description:  
*Add more pricing variants below if needed.*

Link to product images (Dropbox/Google Drive):  
*Make sure images are in order of priority/importance*

Link to product images (Dropbox/Google Drive):  
*Make sure images are in order of priority/importance*

Categories:

Tags:

Categories:

Tags:

Additional Information (Example: FAQs, a longer description, videos, or other content)

Additional Information (Example: FAQs, a longer description, videos, or other content)

☐ Check to become Featured Product

☐ Check to become Featured Product



# Contact

You can add a Contact page to your site with content like your contact information, a form, a map, and hours of operation. Often overlooked as just an information page, your Contact page should still carry across your branding and tone of voice, and don't be afraid to have fun with it! Especially if it's the one way your audience is supposed to get in touch with you.

## NAVIGATION TITLE:

Short and sweet, usually 1-2 words as this will be what shows in your main navigation. Example: 'Contact' or 'Contact Us'.

Add Social media links

Add Newsletter Subscribe

Add FAQs to this page

## CONTACT

Page intro (if applicable):

## DETAILS YOU WANT TO PROVIDE:

Phone Number

Email Address

Location/s

Timezone

Opening Hours

Studio Information

Other relevant information

## SEO

Unique description:

Search results typically show your SEO title and description. Depending on the search engine, descriptions displayed can be 50 to 300 characters long. If you don't add a title or description, search engines will default to use your page title and content.

## IMAGES

Add a Dropbox/Google Drive link to the images you want to use below:

## PAGE TITLE:

The page title is what appears in the top of the browser window. Example: 'Let's Chat' or 'Get in Touch'.

## CALLS TO ACTION PATHWAYS

List some paths you want your visitors to take from your About page:

Pathway #1

Additional text/elaborate on why they need to perform the action

Pathway #2

Additional text/elaborate on why they need to perform the action

Pathway #3

Additional text/elaborate on why they need to perform the action

Example: 'Read the Blog' or 'Check out our FAQs' or 'View Recent Work' . Think about how you want people to engage with your site and what actions you want them to take.

## CONTACT FORM

This the most important part of your Contact page. Really think about what information you want to elicit from your audience, what's going to help YOU service their needs properly and efficiently. Note: let me know if you wish to embed another contact form if you use forms like Dubsado (a CRM).

Some examples are below, but try to personalise it to your own business:

First Name & Last Name

How did you hear about us?

Email Address

What services are you interested in?

Phone Number

Business Name

Location/Address

Message

Message

What makes you excited to work with us?

Other form fields you want to add.

Additional content/notes:

04.

# ADDITIONAL CONTENT



# Additional content sections

## ANNOUNCEMENT BAR

On Rocketspark, you can display a featured message in a bar across the top of your website that will be visible on both your mobile and desktop site. This is useful if you have new or important news to report.

Announcement bar content (text and link only):

*Example: 'Free shipping tonight only with code: FREE10' or '[Download](#) my latest free help guide'*

## POP-UP

You can create a pop-up before entering your site, for example an over 18 pop-up.

You can use Mailchimp to create a code for a Newsletter sign-up pop-up.

### Goal

You can enable a newsletter or button pop-up, but not both at the same time. What do you want visitors to do with your pop-up?

Pop-up headline/title:

Pop-up wording:

HTML code from Mailchimp if wishing to add a newsletter sign-up pop-up.

# Additional Page Ideas

## FAQs Page

## Testimonials

## Privacy Policy

## Terms and Conditions

## Resource Library

Free downloadables or courses or anything you want to share (either free or paid).

## Recommendation Page

A great page for sharing tools you use or other businesses you recommend. Disclose any affiliate links, and start to drive people to your most recommended apps or websites.

## Events/Workshops

## Image Gallery

## Your Process

Delve into what you will do and how you do it, and give your audience a deep dive into the inner workings of your services, processes.

## Podcast

## Courses (Free or Paid)

## Disclaimer

## Portfolio Showcase

Great for showing off recent work and who you have worked with.

## Directory

Create a directory with different listings that are helpful for your client or audience.

## Press/As Seen In

Get featured a lot? Show it off with a page of links to articles or write ups about you!

## Forum/Community

Make sure your audience can find your group with links to your forum/community.

## Careers/Vacancies

## Download the App

05.

# HOW TO PREPARE + SEND YOUR CONTENT





# Tips for preparing and sending your content

## 01. FILL OUT THE QUESTIONNAIRE

Read it, fill it out, put some thought into it and try not to skip any sections if you can help it (unless they don't apply OR you need some help on how to fill it out).

If a question doesn't seem relevant to you right now, it could be a vital section of the website that your audience needs. Example - a lot of my earlier clients would skip the SEO section of my questionnaire and then wonder why their site wasn't performing well down the track, simply because they didn't see the point of filling out these fields (note - SEO = important!).

## 02. PROOFREAD AND FORMAT

*\*This more applies to those who are undertaking the job of writing website content themselves (instead of sending to a copywriter to finalise)*

If you are writing your content yourself, please make sure it is absolutely FINAL before sending it to be uploaded to your site.

**This means:**

- **Doing a comprehensive spell-check**  
I am not a copywriter or proof-reader (although if I spot something obvious in error I will correct it). You are in charge of ensuring your content is spick and span. I will be looking at the design, I won't be going through your words with a fine tooth comb to see if it reads well/makes sense/has mistakes in it.
- **Format it thoughtfully**  
If you want something bold/highlighted/bigger/smaller etc - make a note of it. I am very good at what I do, but I am not a mindreader. If you want a word to link to a specific page, add a note stating this, if you want a button, great! Note down where you want the button to go and what the button should say (e.g. 'Learn more about frogs').
- **Be specific**  
Following on from formatting thoughtfully, make sure you are specific with your instructions. It's fine if you're flexible about what goes where, but if you're a details person, please be specific.

## 03. PLAN AND COLLATE

*\*This more applies to those who are undertaking the job of writing website content themselves (instead of sending to a copywriter to finalise)*

- **Decide what final software/tool you want to write your content with**  
If you are proficient in Microsoft Word, then use that. If you prefer Google Docs, go with that. It doesn't have to be hard for you, I just need to be able to copy and paste for easy upload.
- **Decide how you want to send it**  
If your website has a standard amount of content, via email as a Word doc is good. If you have a large website (possibly with Ecommerce), lots of pages and content and images - via a Cloud platform like Dropbox or Google Drive is best.
- **Be thoughtful with images**  
Whether your website is small or large, organising your images is very important. Recommendation: putting them in a separate Dropbox/Google Drive folder per page and clearly labeling them so I know what options I have to work with on which pages. If they need to be in a specific order, label them 1,2,3 etc. I require hi-res, think 200kb-5mb ish, and try to have them as PNGs or JPEGs depending on your business/site.

## 04. ORGANISE AND SEND

*\*This more applies to those who are undertaking the job of writing website content themselves (instead of sending to a copywriter to finalise)*

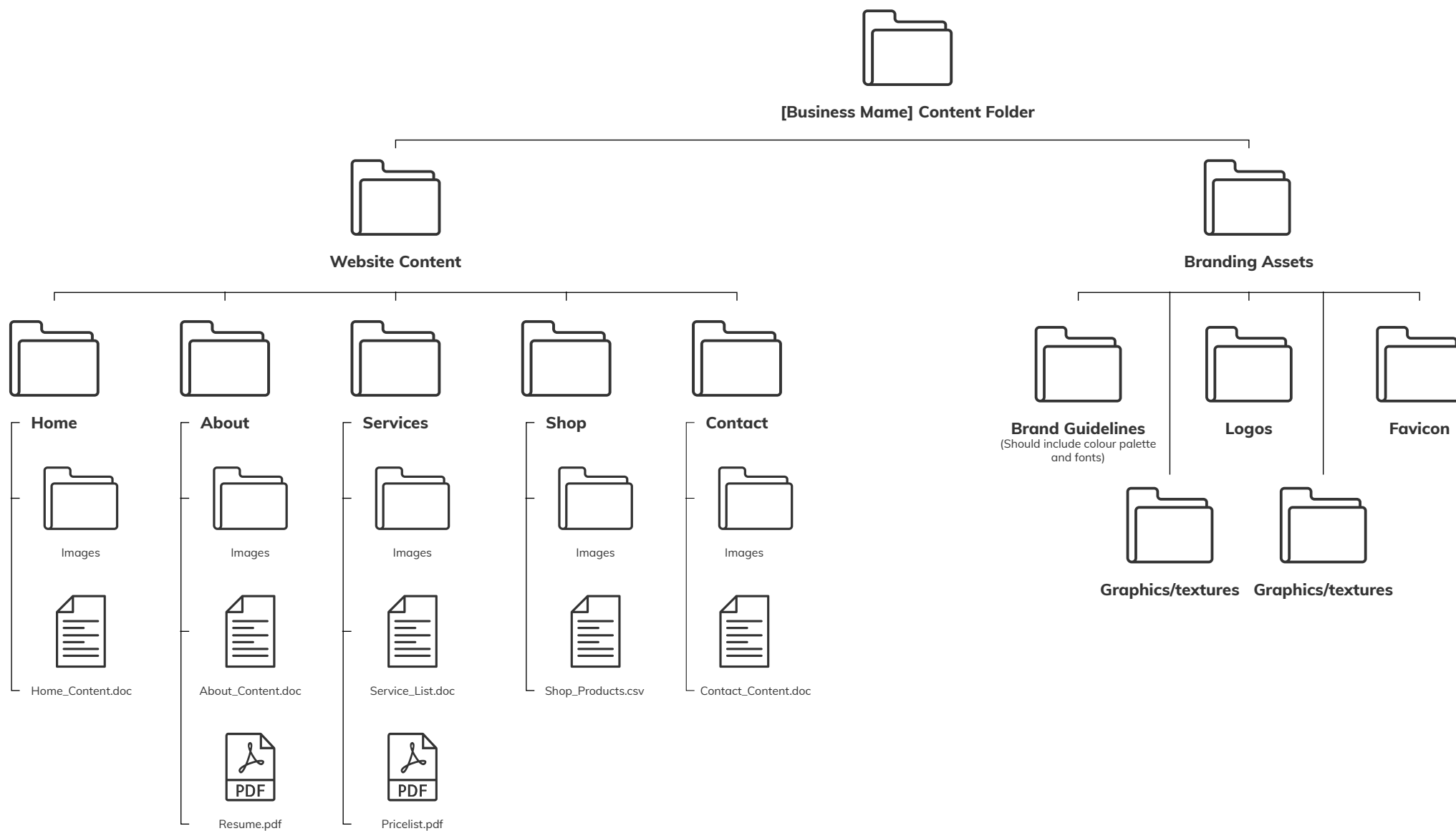
This tip is for those who have a large website with lots of content so need to send their content via Google Drive/Dropbox.

**Recommendation:**

- **Organising your folders by page**  
Any content for a specific page should go in a folder named what you want to call the navigation title (Example: put all About page content in a folder called 'About'). Same with images, any images for a specific page should go in that folder.
- **Share permissions**  
Ensure when you finally share your content folder that I can access every file and nothing is missing. It can also help to give access to edit so in real time I can tap out a note or question within your content that needs clarifying.
- **Include relevant branding files**  
If your branding suite was created by another designer, please make sure to include a folder of branding assets that I can use to style your site. This should include the colour palette, fonts, logo files (vector or PNG), any patterns or textures, website favicon and a social sharing image (like a profile pic).

Tip: Don't put anything in your folders that doesn't need to be there. Double up photos, old notes, draft versions, photos you don't like, random files that I don't need to see - delete them, keep it clean and pristine!

# Example folder content system with Dropbox/Google Drive



# Content Document Formatting

## GOOD EXAMPLE

Navigation title: About

Page title:

### About The Studio

Designerbloom Graphic Design is a boutique branding and website design studio based in the Wellington region, New Zealand. Founded by Sara-Jane Austen, this one-woman team is an experienced graphic designer with a keen eye for details and an in-depth knowledge of [brand creation](#), [Rocketspark websites](#).

- Link these to the pages "Brand Design" and "Website Design"

"...you better believe if we work together, I'll be your biggest supporter and only ever have your best business interests at heart (cute, right?)"  
– SARA-JANE AUSTEN - please make this a quote or give prominence so it stands out

I am all about taking **your** vision and running with it, working **collaboratively** with your dreams to create exactly what your target audience needs.

So let's get started!

[Get in touch](#) - make button, link to Contact page

Notes:

- spread text across two columns across the page (if possible)

Images to use:

- sara-jane.jpg as top banner
- Add a grid of 3 images at bottom of page, images in folder 'About Gallery' and will be in order (sara1.jpg, sara2.jpg, sara3.jpg etc)

Clear about the navigation title and the page title

Clearly labeled link and directions

Simple direction for adding hierarchy

Clear formatting so designer knows what to highlight

Clearly highlighted direction about adding button and link

Easy to follow notes

Super clear instructions for image use

Spell check has been done

## NOT SO GOOD EXAMPLE

Unclear navigation title/page title. Title is also quite long.

Spelling hasn't been fixed

Vague instructions, no link identified (where does the link need to go?)

Formatting is hard to read and also hard to understand (did you want half the content in all caps?)

Change of design scope after design style has been discussed

Unclear instructions for adding file (okay can add, but where on the page do you want it, was there to be a button, what did you want the button to say)

Ambiguous instructions for using images (there could be hundreds of images to choose from). Also a waste of time as I may choose an image and you don't like it. It's best to be specific on what you want).

About Sara-Jane Austen and Designerbloom Graphic Design

Designerbloom Graphic Design is a ~~botique~~ branding and website design studio based in the Wellington region, New Zealand. Founded by Sara-Jane Austen, this one-woman team is an experienced graphic designer with a keen eye for details and an in-depth knowledge of brand creation and Rocketspark websites.

Add link

"...YOU BETTER BELIEVE IF WE WORK TOGETHER, I'LL BE YOUR BIGGEST SUPPOTRER AND ONLY EVER HAVE YOUR BEST BUSINESS INTERESTS AT HEART (CUTE, RIGHT?)"

– SARA-JANE AUSTEN

I AM ALL ABOUT TAKING YOUR VISION AND RUNNING WITH IT, WORKING COLLABORATIVELY WITH YOUR DREAMS TO CREATE EXACTLY WHAT YOUR TARGET AUDIENCE NEEDS.

So let's get started!

Notes:

- Can this page look like [insert link to completely different style of website previously discussed.
- Add my resume PDF in
- Just use whatever images you like, I'll know it when I see it



## Tips for preparing and sending images/files to be uploaded

FILE RESOLUTION	FILE TYPE	IMAGE SIZE/RATIO	NAMING	STYLE
<p><b>Look to keep your images between 200kb-5mb max.</b></p> <p>It can vary depending on what the image/file is being used for, so for example a large banner image could afford to be a little bigger/high-resolution (in the 1-3mb range) whereas a thumbnail image could be smaller (in the 200-300kb range). PDF docs should be less than 5mb.</p>	<p><b>Please send either PNG or JPG for images, and PDF for files.</b></p> <p>PNG is a good choice for line drawings, text, and iconic graphics at a small file size.</p> <p>JPG is a good choice for photographs and realistic images.</p> <p>PDF is for sharing documents that cannot be modified but still need to be easily shared, downloaded, read and printed.</p> <p><i>Please do not send Word docs to be uploaded to the site.</i></p>	<p><b>Good practices to follow:</b></p> <p>If the image needs to be a banner, try - 16:9 or 1500px h x 800px w.</p> <p>If the image needs to go on the page, try - 3:2 or something like 800px x 600px. I can crop the image, but it just gives me padding to play with.</p> <p>A4 landscape or portrait will work best for PDF documents you'd like people to read online or download. A3/A5 etc might not have the desired effect for reading but would work if the purpose is to print the file.</p>	<p><b>Please use a consistent and thoughtful file naming convention that makes sense for the project and where the image/file will go.</b></p> <p>Examples of good naming conventions:</p> <p>about_banner_designerbloom.jpg</p> <p>Images in a gallery (if wanting in order) - 1_james_gallery.jpg, 2_laurel_gallery.jpg, etc.</p> <p>2020 Info Pack Designerbloom.pdf</p> <p>Bad examples:</p> <p>560nsn94dhs.jpg Final_FINAL_2_revised.jpg image (no extension)</p>	<p><b>Good practices to follow:</b></p> <p>Stick to images that aren't too complex/layered/intricate if you want text to go over the top (like a page title).</p> <p>Choose images that aren't overused/can be identified as stock right away.</p> <p>Give the focal point of the image a lot of room so your site can respond to different device sizes and not crop anything out.</p>

THANK YOU SO MUCH FOR READING!

Have a question about any part of this workbook?  
Please feel free to email me with any questions or queries!

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