

CREATING & ORGANIZING YOUR CONTENT FILES

FOLDER & PAGES

Create a folder for every page that will be on your new site: Home, About, Contact...etc. (including your blog or portfolio pages).

Within each folder, include a Word Docx file with all the page content or text you want included on that page. *Ex: About page folder include a document with your bio, any testimonials you want included and links to external areas such as other site pages, contact pages, or social platforms.*

Within each folder, be sure to include any images or graphics you want included on that page. *Ex: About page folder also includes any headshots of yourself, about you photos or other images you want included on that page.*

SUB FOLDERS & INTERNAL PAGES

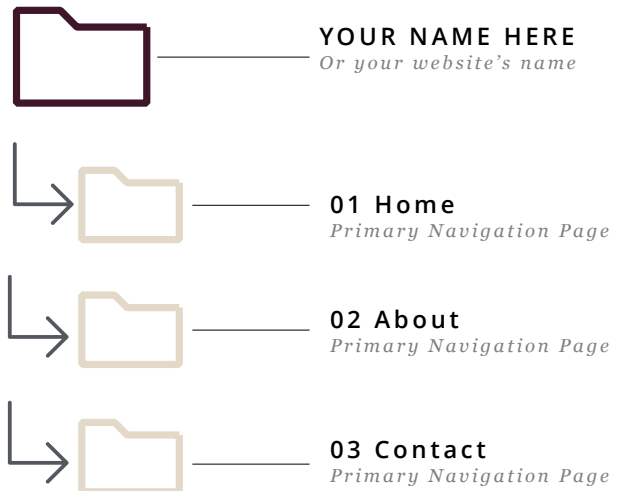
If a page serves as a gateway page to other internal pages, ex: "Work with me" or "Services" pages that then lead to other more specific pages; include sub-page folders inside the primary folder. *Ex: "Work With Me" folder might have 3 sub folders that lead to your 3 primary services pages.*

If a page promotes a product or service that will then lead to a product/service page, include a folder for that product/service inside that sub folder. *Ex: Work With Me > Branding + Logo Design > Full Brand Design. That's 3 folders inside each one to show the user flow through the site*

NAVIGATION & HIERARCHY

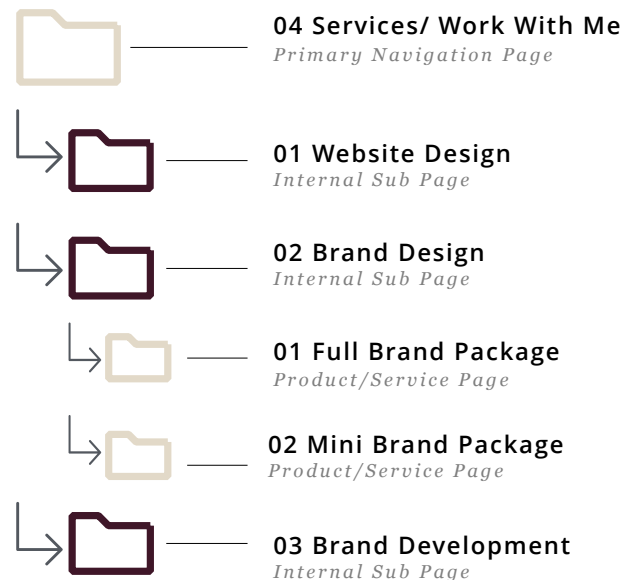
Number each of your primary folders starting with "01" "02" "03" etc... so that we know what order you'd like your main site pages to fall. This is not permanent and can be changed during the build, but is good to have a starting reference point. This also helps us know what you'd like to title your primary pages: ex: "About" v.s. "About Us"

EXAMPLE PRIMARY FOLDERS:



Include one primary folder for all navigation menu pages.

EXAMPLE SUB & INTERNAL FOLDERS:



CLIENT RESOURCES:

WHAT GOES INSIDE EACH FOLDER:



PAGE CONTENT | TEXT

With in each folder, please include a Word Doxc document (editable, not PDF) that contains all the text content or information for that page. Any words, bios, information, or details that directly relate to that page go in that text document. You do not need to worry about any formatting or styling as that will be dictated by the design, but we base our designs on the content you add into this document for each page.

Ex: About Page - This document would contain your about page text: bio, information, references, any testimonials from past clients, personal fun facts...etc. Any TEXT words you need on this page.

PAGE CONTENT | IMAGES

Just like the text content, we also need any image content you want used on this page. Any photos or graphics that you need included with the content go into this folder. Please include all images in full size, full resolution as we will take care of optimizing or cropping any images to fit our design needs. Large, high quality photos are always recommend as we can easily make things smaller, but going larger can often distort a graphic or image and make for poor resolution and that can seriously hurt a site's design.

Ex: About Page - Any headshots or portraits, or personal photos you want used on this page would go in this folder.

PAGE CONTENT | LINKS OR REFERENCES

Along with your content, we want to make sure that any internal or external links are going to the proper places. If you want to link out to a specific place, please include the FULL URL with in the text document in this folder. Please do not assume that we will find any links. Also, please check all your links to make sure they are all still active and working as we don't want to link to any 404 pages or expired content.

Ex: About Page - Linking to any social platforms, please include the FULL URL and not just your handle. Or if you are linking to any subscription forms, or blog posts, please include their FULL URL so that we can properly link the content to the right location.

SUB FOLDERS & PRODUCT FOLDERS

If this is a primary folder that leads to sub folders, ex: Services that would lead to two or more services pages, include all sub folders inside this folder and title it appropriately so as to notate the change of page.

Ex: If this was your Services primary folder, include any text, images, or links you need included on your primary Services page, but then be sure to also include sub-folders for each of your individual services pages and with in each of those, include all appropriate content.

OTHER GENERAL NOTES

Not totally sure what you want to say on each page? We'd rather you include more information than we need v.s. not enough. Include any and all content we could possible include and during the design/development stage, we'll be sure to pull the most important pieces and leave out any un necessary content.

CLIENT RESOURCES:

CONTENT CHECKLIST:

• SPELLING AND GRAMMER

We are by no means copywriters or editors so while if we catch any errors, we'll fix them, we will not be looking for errors. Please be sure to completely check all spelling, grammar, and any punctuation in all of your content.

• PHOTO TITLES

For any and all photos you want us to use on the site, please be sure to name your images. If it's a photo of you, title the image, "Julie Harris of Whiskey and Red Design Headshot". Photos titled o0WZ2T etc... will not bring good SEO into your new site and can hurt your rankings in search engines.

• FULL RESOLUTION IMAGES

Cell phone selfies or images pulled from social media are often not large enough or high enough resolution to use on a website. Their quality is often quite poor and we only want to use the most attractive images on your new site. If hiring a professional photographer is something you'd like to do and need help finding someone, let us know during the strategy session so we can schedule time to assist you in booking a photographer. If finding stock photos is a better option, let us know so Julie can do stock photo research before the build and submit all suggested images to you for purchase approval. All stock images will be added to your final payment invoice.

• COMPLETE CONTENT

We require all content complete and up front at the start of any and all projects. So no filler text, latin text, or blank sections will be used in the build. Struggle with your content? We can direct you to our SEO Specialist or affiliated Copywriter to help you structure your new site's content in order to have the best resources for us to pull from during the build.

• AUDIO OR VIDEO FILES

If you have any audio or video files you want used in your new website. Please be sure to host them in advance on a video hosting platform such as YouTube or Vimeo and share the video links with us to use where the videos will be located. Any audio files you want used on the site can be uploaded like images into each appropriate Dropbox folder.

• OPT-IN & SUBSCRIPTION INFO

We require the set up of all opt-in information and subscription based programs to be set before the start of the build. We do not do any design or set up of your subscription programs. We will pull any necessary code from your subscription program after you've completed the set up in order to embed forms on your site.

• PRODUCT PAGES

For any product pages, we will do a complete breakdown of financial set up during our Strategy Session so you know what info you need to complete for these pages. But across the board, each product page documents needs to include a product title, price, description, and have at least one featured image for the product page. Any additional details or custom elements will be discussed with you during our Strategy Session.

• EXTRA INFO

Each page always has room for creative extra pieces. Including quotes, sayings, questions, or testimonials as additional useable content is always helpful for us to fill in any extra spaces or gaps in content.