The Must-Have Website Content Checklist

The truth is that each designer needs content even before they start designing. Your designer needs direction from you about what your company stands for. You need to share a vision with your designer and also provide all the content necessary for the website. This will give the designer something to work with and it will make the entire design process much more efficient.



1. Company Mission and Vision

- [ ] Most people start with the home page with any website project, but I think the most important thing you can start with is your company mission and vision statement. These will provide a great deal of insight for the designer. A vision is important for your customers, your employees, and business partners. It's a clear way to express what your company does, what it stands for, and where it will be in the future.

2. Home Page

- [ ] The Home page is the page everyone focuses on with a redesign. This page is important. It's a page where your potential customers will look for basic information about your company. You'll want to consider what it is your company does for your customer. Focus on the value your provide. Focus on their needs.

3. About Page

- [ ] The About page is probably the most important page on your site after the home page. People visiting a site are often curious about the people behind the business. For this page you'll want to create content that describes your business and the people working there. If it's appropriate, include bios for employees and even plan on providing photographs for the designer - professional photos if possible.

4. Services

- [ ] I put this one behind the About page only because people really do care about the people they work with. Services is close, though, because your potential customers obviously want to know what it is you have to offer them. The content on this page is important. Take some time and really focus on the value you provide your customers.

5. Blog Posts

- [ ] If you plan on having a blog on your website - and I recommend you do - think about creating a few blog posts. Write 3-5 posts and have them ready for the designer. Designers love having the actual content that will be on the site and that includes blog content. It will help them experiment with different layouts and focus on the best ways for your target audience to consume the blog content.

6. Contact Page

- [ ] The contact page is where your website visitors will go when they want to reach out to you. These folks are likely on the way to connecting with you about future sales or business deals. The contact page needs to have content that gives clear direction on how to contact you. Provide your address, phone number, and any other information your customers can use to connect with your company. Also consider any barriers your potential customers might have regarding contacting you.

7. Others to Consider

- [ ] 404 pages
- [ ] Testimonials
- [ ] Terms
- [ ] Privacy Policy
- [ ] Etc.

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