

COMPLETE WEBSITE

CONTENT STARTER GUIDE

Why this guide? Building a website isn't just about making it look good, it's about telling your story, reaching your customers, and guiding them to take action. Use this checklist to start brainstorming what you want your website to include.

1. HOME

Your homepage is your digital front door. Ask yourself:

1. What is the first impression I want people to have?
2. What headline or tagline summarizes what I do?
3. What call-to-action (CTA) do I want here?
(Example: Shop Now, Book a Consult, Contact Me)
4. Do I want a hero image (full width image/banner) or a clean text layout?

Suggested *Homepage* Section:

- ☐ Hero section – your bold statement or main image
- ☐ Quick intro/about blurb – who you are in 1-2 sentences
- ☐ Featured services or products
- ☐ Testimonials or reviews
- ☐ Call-to-action buttons
- ☐ Contact link or footer with info

2. ABOUT YOU PAGE

People want to know the person behind the brand.

1. What's your story?
2. Why do you do what you do?
3. What makes you different?
4. Do you want to include a professional photo?
5. Is there a fun fact or personal touch to add connection?

Suggested *About Page* Section:

- ☐ Your full name or business name & your mission
- ☐ A short bio & why you started this business
- ☐ What makes you different or qualified. A casual or fun fact (adds personality!)
- ☐ A high-quality photo of you (or your team)
- ☐ Optional: Timeline or highlights
- ☐ CTA (Contact Me, Book a Consult, View Services)

3. SERVICES OR PRODUCT PAGE

This page explains what you offer and why it matters.

1. What do you offer?
2. Break down your services or products clearly with pricing if appropriate
3. Add descriptions that show benefits and outcomes
4. Do you want to include an FAQ section here to reduce repetitive questions?

Suggested *Services/Product Page* Section:

- ☐ Clear list of your services or with descriptions
- ☐ Pricing or "Starting at" price (optional but helpful)
- ☐ Benefits: What will your client get from this?
- ☐ FAQ section (anticipate common concerns)
- ☐ Visuals (icons, graphics, or product shots)
- ☐ Testimonials or results (if available)
- ☐ CTA: Book, Buy, Schedule, Contact, or Learn More

3. PHOTOS & GRAPHICS

Strong visuals increase trust and engagement.

1. Do you have professional photos of yourself, your team, your products, or your workspace?
2. What images would best represent your brand's vibe?
3. Do you need help with photography or stock images?

Suggested *Photos/Graphics Page* Section:

- ☐ Headshots or personal brand photos
- ☐ Behind-the-scenes/product/portfolio photos
- ☐ Lifestyle or environmental images (you in action)
- ☐ Consistent filters, colors, or style
- ☐ Logo files in .PNG or .SVG format
- ☐ Icons or illustrations to match site tone
- ☐ Social media profile images and cover photos
- ☐ Licensing for any stock images used

5. CONTACT PAGE

Final step in your conversion path, make it easy.

1. What is the best way for people to reach you?
2. Do you want a contact form or just list email/phone?
3. Do you want to include your location or service areas (especially for local SEO - Search Engine Optimization)?

Suggested **Contact Page** Section:

- ☐ Short welcoming message (ex: "Let's connect!")
- ☐ Contact form with required fields
Email address (visible for backup)
- ☐ Phone number, social links, & hours of operation
- ☐ Business location (city/state or full address)
- ☐ Map or embedded directions (if brick and mortar)
- ☐ CTA: "Reach out," "Let's Talk," or "Book a Call"

6. LEAD CAPTURE & FUNNELS

This is how you convert curious visitors into warm leads.

1. Do you want to offer a freebie or download in exchange for emails?
2. Will you need newsletter sign-ups?
3. What is the main action you want them to take on each page?

Suggested **Lead Capture/Funnels** Section:

- ☐ A clear value-driven offer (what's in it for them?)
- ☐ Lead magnet or freebie (optional but powerful)
- ☐ Short signup form (email-only works great)
Button CTA (Download, Subscribe, Let's Go)
- ☐ GDPR/privacy disclaimer (optional)
- ☐ Thank you message or redirect page
- ☐ Automated welcome email (via Mailchimp, etc.)
Follow-up sequence (if building a full funnel)

7. BLOG & CONTENT SECTION

This section builds your SEO, authority, and customer trust over time.

1. Will you be writing blogs or articles to drive traffic?
2. What topics will you cover to help your audience and improve SEO?

Suggested **Blog/Content** Section:

- ☐ A list of 5–10 blog topic ideas
- ☐ Categories or tags for blog organization
- ☐ Keyword research (what are users searching for?)
- ☐ Author bio and photo (optional but personal)
- ☐ Blog cover images or thumbnail style
- ☐ Consistent blog format (headings, intro, CTA)
- ☐ Links to relevant services/products or other pages
- ☐ Content calendar
- ☐ CTA at the end of every post (read more, subscribe, share, contact)
- ☐ Share buttons for social media
- ☐ Newsletter integration (grow your list through content)

8. SOCIAL MEDIA & EXTERNAL LINKS

Make sure your site and social platforms are talking to each other.

1. What social platforms do you want linked?
2. Do you want social media feeds embedded into your site?

Suggested **Social Media/External Links** Section:

- ☐ Links to all social platforms (FB, IG, TikTok, etc)
- ☐ Branded icons (not default social logos)
- ☐ Matching profile photos and bios across platforms
- ☐ Live social feed or embedded grid (optional)
- ☐ Instagram landing page (if using Linktree, consider building your own)
- ☐ Shareable content for blog or shop pages
- ☐ Consistent fonts, colors, tone from website to socials
- ☐ CTA buttons: Follow, Tag Us, Message, etc.
- ☐ Meta image and description previews set for sharing
- ☐ Pre-written bio link text that matches your site tone

FINAL TOUCHES

The little things people don't think about... until something feels off.

- ☐ Favicon (tiny icon in browser tab)
- ☐ Meta titles and descriptions for every page
- ☐ Mobile responsiveness (test every page on your phone)
- ☐ Broken link check (make sure all links work!)
- ☐ Custom 404 page
- ☐ Google Analytics and Search Console setup
- ☐ Cookie banner or privacy notification (if required)
- ☐ Accessibility checks (contrast, alt text, readable fonts)
- ☐ Contact info in footer & copyright statement
- ☐ Social share image preview (Open Graph settings)
- ☐ Backup system or maintenance plan in place
- ☐ Page speed optimized (compressed images, no bloat)
- ☐ Testing checkout, forms, buttons
- ☐ Email automations working (welcome, purchase, contact follow-ups)