

# Content Request Checklist

In order to ensure that your website is completed in the shortest amount of time possible, it is important to have all necessary content ready to go. This checklist is designed to help you gather the initial content that will allow us to bring your site to life.

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## Initial Content (Needed at Project Start)

- Your Company Logo in Vector Format
- A Paragraph that introduces your company and gives a brief history.
- Short descriptions of each service (or product) offered
- Photographs (if applicable)
- Outline the unique benefit that you offer your client
- Describe your current client base (who are they)
- Describe your ideal client
- What is the most common compliment that you hear from your clients

## Final Content (Needed after "Look and Feel" is approved)

- Long detailed descriptions of each service (or product type) offered.
- Short bios of key team members (if applicable)
- A Detailed paragraph (or 2) explaining your company's history and story.
- Your mission statement or Mantra
- 3-5 Testimonials from satisfied clients
- Any other content that we request based on your unique project. This will be outlined in your project proposal.

## Content Needed for E-commerce Sites

- Photographs of 15 to 20 products.
  - products should be photographed on a white background
  - photos should be provided to us on disc or emailed in a zipped or stuffed file.
  - photographs will not be accepted if they are saved in Microsoft word or other word processing program.
- An excel spread sheet with the following fields and information

Product Name	Image File Name	Category(s)	Price	SKU # or Product #	Long Description

\*\*Also provide other important information such as available sizes, colors, etc...