



Ten Website Content Considerations

1. Company: Logo, Name, Contact information, Location
2. Titles, Sub-titles, Page titles, Menus, Buttons, Calls to Action
3. Words, Phrases, Questions, Answers, Descriptions, Customer Problems, Solutions
4. Stories, Articles, White Papers, Blog, News, Training,
5. Pictures, Videos (not automatic starting.) Graphics, Info-Graphics, Gallery
6. Forms (for the purchase or for the trade)
7. Instructions, Specifications, Measurements, Need to Know Details,
8. Prices, Free Shipping, Discounts,
9. Customer Testimonials, Reviews, Ratings, Success Stories, Brag Boards, Engagement Sites, Social Media, Links
10. Maps

Revised 05/20/21 BL

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