



CONTENT CREATION GUIDE:

Please use the below information as reference when writing your website content. Once happy with your content, please email it to your account handler, ideally with your website domain name and WD reference number that you have been given. For example: WDXXXX mydomainname.co.uk

1. HOW MANY PAGES / SECTIONS?

If you haven't done so already, think about what pages you would like to include on your website, for example: Home, About, Services, Contact.

You may have enough content to fill more than one service page. You may decide you don't have enough content for multiple pages, and would prefer for us to combine your content into a single scrollable page. If you are not sure, we will advise on the best layout for your content once we have reviewed it.

Please note, our costs are based on the amount of content, not necessarily the number of pages. It is unlikely but we reserve the right to adjust the cost you have been quoted (an increase or decrease) depending on the final content of your website.

2. TEXT PER PAGE / SECTION / TAB

Please provide the text content that you would like to include on each page or section, in a **copy and paste-able format**, preferably in a word document or similar.

- This content should be clearly labelled so there is no doubt where it should go.
- We recommend a **minimum** of 300 words per page, an example of what 300 words looks like is below.
- The Homepage should include 1 or 2 paragraphs describing an overview of your business, your services, and your service area/locations. If applicable, we will then link to your other pages for more information.
- The text should be well written and include some of your priority search terms, e.g. 'ABC Company offer call out plumbing services to Basingstoke, Hampshire'. Please refer to the 'What you should include when writing your website text' section on our SEO web page [here](#). If you are in any doubt please contact your account handler.
- Unless you want something specific to go on your Contact page please leave the content of contact page to us.

300 words looks like this - It can be all in one block, or split into a few paragraphs:

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3. A FEW EXTRA POINTERS / SUGGESTIONS OF THINGS TO INCLUDE

- How many years experience do you and / or your colleagues have?
- If your business is established, how many years have you been trading?
- Do you want to display your registered company number (if applicable)?
- Have you or your colleagues got any relevant qualifications?
- Are there any useful details that future clients may like to hear about, for example; are you Insured? Are you CRB / DBS checked? Have you a returns policy? If your clients don't know about these details, they may hire someone else that mentions these "positive" aspects of your business.
- Are you a member of and trade bodies or affiliated organisations?
- If you are shop, have you disabled access, or Wi-Fi while people wait?
- If you are a restaurant, what is your food and hygiene rating?
- Do you take credit / debit cards, and if so which ones?

All the above points will make your business look just that little bit more legitimate and encourage customer confidence.

4. IMAGES PER PAGE / SECTION / TAB

Please provide any images that you would like to include on each page or section, or reference numbers to any Adobe Stock images you would like us to purchase for you. Ideally, we would like the internet link such as <https://stock.adobe.com/uk/images/male-silhouette-on-sunrise-background/207060058>, or if not just list the numbers like this 207060058.

If you are emailing the photos to us please send as attachments from a PC, and not embedded within the email. Please do not send via text messages or WhatsApp on your smartphone as the image quality will be reduced. We want to use the highest image resolution possible on your new website. If images are too large to send via image, please send via the free <https://wettransfer.com> service.

- Images should be clearly labelled so there is no doubt where it should go.
- Ideally, images should be a minimum of 2000 pixels wide. This will allow us flexibility in how we use the image in the website design, without comprising the image quality.
- Images should be ideally landscape orientated so as to fit into narrow, horizontal banner sections. Please note, images used for banners will be cropped top and bottom so as to work on all devices, so it is best to avoid images with people in or logos that would look silly if cropped off.

5. CONTACT DETAILS AND SOCIAL MEDIA LINKS

Please provide any of the following contact details that you would like to feature on the website, for customer use

- Phone number and / or Mobile number
- Email address
- Business address
- Registered company number (if applicable)
- Facebook URL* - by this we mean the Facebook web address like <https://www.facebook.com/webdirectionsuk>
- Twitter URL* - by this we mean the Twitter web address like <https://twitter.com/webdirectionsuk>
- LinkedIn URL* - by this we mean the LinkedIn web address like <https://www.linkedin.com/company/webdirectionsuk>
- Instagram URL* - by this we mean the Instagram web address like <https://www.instagram.com/web.directions>
- Opening times / hours of business
- Any other contact details you think would be useful for your website users to have

*If you need help setting up any social media accounts, we can set up and brand these for you. Please refer to our website's [Social Media](#) section for more information.



6. ADDITIONAL FEATURES

Please outline any additional features that you would like to include in the website, such as calendars, videos, E-Commerce (online shop), or restricted / non-public content.

Please note, some features may require an additional charge, if it was not previously specified in your quote.

VIDEOS

We can embed videos on your website, but they should be hosted on YouTube, Vimeo or similar 3rd party service, as they will likely be too large to host directly on the website. The load time and playback quality will also be much better if hosted on YouTube or Vimeo as they are optimised with different internet speeds in mind. It also reduces your data charges.

Please provide URLs to any videos on YouTube or Vimeo that you wish us to embed on your website. If you need help setting up a YouTube account, we can do this for you. There may be additional charges if you need us to upload videos to the account for you, depending on number of videos required.

IMPORTANT

Please check your supplied content carefully before sending it to us. Changes to supplied content after work has begun on the website build may incur additional charges, and will be based on an hourly rate of £55+VAT.

Please familiarise yourself with our [Terms and conditions](#) and our [Frequently asked questions](#).

Thank you, we look forward to working with you!