

**Web Tips – Web Site Content Preparation**

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Depending upon the purpose of your company's web site, gather the appropriate items from the list below:

- Your brand image, logo, and supporting graphics in vector format
- The company's mission and vision
- Graphics and text that communicate your company's brand image, culture, and values effectively to your target markets
- History of company and/or founder
- Product/Service information:
  - Catalogs
  - Product descriptions
  - Graphics and photographs
  - Pricing
- Annual reports and K-1 forms
- Employment opportunities
- Articles or newsletters about your company or industry
- Staff:
  - Action and/or professional head shots
  - Biographies
  - Special recognition or awards
- Upcoming events, announcements, calendars, and promotional material
- Contact information:
  - Company name & addresses
  - Telephone & fax numbers
  - E-mail addresses
  - Department or division information
- Resource link addresses for related web sites, but not your direct competitors
- Valuable information that will keep your users coming back to your site...update this often
- Topics for question and answer forums
- Short video or voice clips
- Questions to ask users who will submit automatic response forms to:
  - Add their email to a mailing list
  - Enter a contest
  - Request additional information

**Note:**

If possible, have the items above available in electronic format. Content provided on paper requires retyping, possibly resulting in typos.

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*We appreciate having the opportunity to contribute to the success of your business!*