WEBSITE CONTENT TEMPLATE

This document is created as a guide to prepare you for your 1 day website build process. Content refers to all of the words, PDF downloads and images on your website. We do our best work when you have provided us complete content prior to your 1 day website build day so we can do what we do best, build you an outstanding website in just 1 day.

If you find yourself getting bogged down, we are always an email away to assist and answer any questions.

OVERVIEW OF REQUIREMENTS:
1. Login Access to Necessary Web Accounts (if you are hosting your website elsewhere)
2. Branding Information & Style Preferences
3. Social Media Links & Logins
4. Page (s) Information – Both copy and images
5. Blog Post (s) Information – Both copy and images
6. Opt-In / Contact Form Preferences

When you are have completed this form and compiled your content, request a Dropbox folder from us and you can upload your clearly labeled content there for us prior to your 1 day webs build day.

Before we start share your vision with us ...

If you could choose 3 words to describe your perfect website, what would they be? Alternatively, share examples with us of websites you like.
1.
2.
3.

What do you want your website visitors to feel when they visit your site?
1.
2.
3.

Tell us what the main objective of your website is? E.g. to gather leads via a form, to answer customer's questions, for customers to download your latest

brochure, for suppliers to be able to find product information, for customers to be able to buy products/signup for services?

Tell us who your ideal client is? Who are you hoping to attract with your website? E.g. are you targeting businesses or individuals? Think about where they are geographically; are they in a specific industry or position? Are they male or female? How old are they?

1. LOGIN AND ACCOUNT REQUIREMENTS:
If you have an existing Wordpress Website that we need to access content from, we need the following (you can get this information from your existing website host / website developer):
FTP Logins For File Access **cPanel/phpMyAdmin Logins for Database Access**
Email Marketing / List Management Logins:
We'll need access to the logins for your email marketing / list management / bulk email system to integrate it with your website, e.g. MailChimp
Google Analytics / SEO
Please give us your Google logins for your Google Analytics account if you have one.
Other
Please specify any other accounts we would need here.

2. BRANDING REQUIREMENTS:
Logo
This needs to be provided in good quality (e.g. more than 500KB). If you don't have a logo, leave this section blank and we will create a text logo for you.
Colors
Please let us know what colors we need to use on your website (RGB, Hexadecimal preferably or if this makes no sense to you send us an image with a color scheme you like or some other branding you have done with your colors.)
Tagline
If you have one, let us have it.
Quotes / Keywords
If you have any particular quotes or words you want us to use please let us know here.

3. SOCIAL MEDIA LINKS & LOGINS

Accounts

Please list all your social media accounts here, e.g. Facebook, Twitter, Instagram, Pinterest, YouTube, Snap Chat, etc.

Logins

In order to display social feeds on your site we would need logins for certain of your accounts, e.g. Twitter, Instagram.

4. PAGE/S INFORMATION

4.1 Home Page

IMAGE SLIDERS / BANNER IMAGES / HEADERS
PLEASE PROVIDE MINIMUM 5 GOOD QUALITY IMAGES FOR THIS PURPOSE AND COMPLETE THE INFO BELOW

IMAGE	WORDS	BUTTON
e.g. Image of business hands shaking	WE ARE HERE TO BROKER YOUR DEAL	CONTACT US

FEATURES
WHAT ARE YOU / YOUR COMPANY KNOWN FOR?

FEATURE	DESCRIPTION	BUTTON (optional)
e.g. INTEGRITY	At XYZ Construction, we pride ourselves on our high level of integrity.	ABOUT US

TESTIMONIALS
WHAT YOUR CUSTOMERS THINK OF YOU

CUSTOMER	QUOTE	IMAGE
e.g. **Joe Blogs** **Director – XYZ** **Construction**	Dealing with your company has been an absolute pleasure …	Indicate whether customer image required & provided. Yes/No

CLIENT LIST
WHO YOU HAVE DONE WORK FOR

COMPANY NAME	WEBSITE	LOGO PROVIDED
e.g. XYZ Construction	www.xyzconstruction.co.za	Yes / No

PAGE COPY / CONTENT
THE WORDS YOU WANT TO APPEAR ON YOUR HOME PAGE.
This should be focused on what makes your company unique, and why people should choose to use your company over any other company/person offering the same products/services.

NOTES / SPECIAL REQUESTS FOR HOME PAGE
IF YOU WANT TO GIVE US ANY SPECIAL REQUIREMENTS YOU CAN DO SO HERE.

4. PAGE/S INFORMATION

4.2 Contact Page

CONTACT US
PLEASE PROVIDE US WITH ALL THE CONTACT INFORMATION YOU WANT SHARED ON YOUR WEBSITE. ONLY COMPLETE THAT INFO THAT YOU WANT PUBLISHED.

CONTACT	DETAIL / ACCOUNT / ADDRESS
Telephone/s	
Fax/s	
Email/s	
Street Address	
Postal Address	
Dropbox	
Skype	
Do you want a google map?	Give us GPS co-ordinates

CONTACT FORM THAT CLIENTS WILL COMPLETE
WHAT INFORMATION DO YOU NEED FROM POTENTIAL CUSTOMERS ON YOUR WEBSITE?
e.g. First Name, Last Name, Email, Telephone, Message

PAGE COPY / CONTENT
THE WORDS YOU WANT TO APPEAR ON YOUR CONTACT PAGE.

NOTES / SPECIAL REQUESTS FOR HOME PAGE
IF YOU WANT TO GIVE US ANY SPECIAL REQUIREMENTS YOU CAN DO SO HERE.

4. PAGE/S INFORMATION

4.3 About Page

Below are some examples of the kind of info we can feature on your About Page should you wish to have an About Page.

MEET THE TEAM
DETAILS OF ANY STAFF REQUIRED ON THE WEBSITE

NAME	POSITION	DESCRIPTION	CONTACTS	PHOTO
e.g. Joe Blogs	Director	Joe is the head of our department and instrumental in blabla. OR List qualifications / skills.	Any contact info you want displayed for the staff member. E.g. Email, Phone, Social Media.	Yes / No

PAGE COPY / CONTENT
TELL US ABOUT YOUR COMPANY/SERVICES HERE

XYZ Construction …
Some ideas of the information you can enter here … Established/Founded when? By who? Why? Awards? Growth? Areas of operation? Touch on services on offer. Vision, Mission, Aims, Solutions. This page establishes your credibility.

NOTES / SPECIAL REQUESTS FOR HOME PAGE
IF YOU WANT TO GIVE US ANY SPECIAL REQUIREMENTS YOU CAN DO SO HERE.

4. PAGE/S INFORMATION

4.4 Services Page

SERVICES / OFFERINGS
WHAT IS IT YOU DO?

SERVICE	ABOUT	IMAGE PROVIDED
e.g. Bookkeeping	We offer a full bookkeeping service for small to medium sized companies. Etc….	Yes / No

PAGE COPY / CONTENT
THE WORDS YOU WANT TO APPEAR ON YOUR SERVICES PAGE.

NOTES / SPECIAL REQUESTS FOR HOME PAGE
IF YOU WANT TO GIVE US ANY SPECIAL REQUIREMENTS YOU CAN DO SO HERE.

Your 1 Day Webs build includes up to 5 pages. You can use the template below to give us info about the pages you want if you don't need the standard, About, Services and Contact Pages above. You can tell us the pages you need.

4. PAGE/S INFORMATION

4.5 Page Title – let us know the name of the page you need

PAGE COPY / CONTENT
THE WORDS YOU WANT TO APPEAR ON YOUR PAGE.

NOTES / SPECIAL REQUESTS FOR THE PAGE
IF YOU WANT TO GIVE US ANY SPECIAL REQUIREMENTS YOU CAN DO SO HERE.

5. BLOG/S INFORMATION

PLEASE PROVIDE CONTENT & IMAGES IN THE FOLLOWING FORMAT.

BLOG / ARTICLE 1

ARTICLE TITLE	
Date Of Article	
Featured Image	Please Dropbox clearly labelled
Category/ies – you can create categories to organize your blog posts if you want.	
List categories	
Tag/s – you can create Tags (think of these as Keywords) that your readers can search on.	
List Tags	
Content:	
Full article content to go here … **Include details of any additional images, etc. here as well.**	

BLOG / ARTICLE 2

ARTICLE TITLE	
Date Of Article	
Featured Image	Please Dropbox clearly labelled
Category/ies – you can create categories to organize your blog posts if you want.	
List categories	
Tag/s – you can create Tags (think of these as Keywords) that your readers can search on.	
List Tags	
Content:	
Full article content to go here … **Include details of any additional images, etc. here as well.**	

BLOG / ARTICLE 3

ARTICLE TITLE	
Date Of Article	
Featured Image	Please Dropbox clearly labelled
Category/ies – you can create categories to organize your blog posts if you want.	
List categories	
Tag/s – you can create Tags (think of these as Keywords) that your readers can search on.	
List Tags	
Content:	
Full article content to go here … **Include details of any additional images, etc. here as well.**	

BLOG / ARTICLE 4

ARTICLE TITLE	
Date Of Article	
Featured Image	Please Dropbox clearly labelled
Category/ies – you can create categories to organize your blog posts if you want.	
List categories	
Tag/s – you can create Tags (think of these as Keywords) that your readers can search on.	
List Tags	
Content:	
Full article content to go here … **Include details of any additional images, etc. here as well.**	

BLOG / ARTICLE 5

ARTICLE TITLE
Date Of Article
Featured Image   Please Dropbox clearly labelled
Category/ies – you can create categories to organize your blog posts if you want.
List categories
Tag/s – you can create Tags (think of these as Keywords) that your readers can search on.
List Tags
Content:
Full article content to go here … **Include details of any additional images, etc. here as well.**

BLOG / ARTICLE 6

ARTICLE TITLE
Date Of Article
Featured Image   Please Dropbox clearly labelled
Category/ies – you can create categories to organize your blog posts if you want.
List categories
Tag/s – you can create Tags (think of these as Keywords) that your readers can search on.
List Tags
Content:
Full article content to go here … **Include details of any additional images, etc. here as well.**

Your 1 Day Webs build includes up to 6 blog posts. You can easily be able to add more once you site is live. If you want us to add more during your build, let us know and we can quote you accordingly.

6. OPT-IN / CONTACT FORM INFO

PLEASE PROVIDE DETAILS

Please include the copy you'd like to use for your opt-in forms on your site and if you have a preference on where you'd like the opt-in displayed. If you're not sure on some of the details from above, we'll set it up with our recommendations.

7. WHAT'S THE NEXT STEP?

YOU'RE DONE!! WELL, ALMOST DONE...

Important! These are your next steps:

✓ Fill & Save this document on your computer and then upload to our shared Google Drive folder: https://bit.ly/2qgnchs

✓ Finish uploading any required files, images and documents to your DropBox folder

✓ If you want us to check or review your content for you, drop us an email at info@bafiasoft.com and we will revert.

✓ Book your 1 Day Website build day on our website and pay your deposit – visit http://www.bafiasoft.com/#booknow , click on the BOOK NOW button that is on the package (1 Day Editable Landing Page or 1 Day Editable Website) you need

Once we receive your booking and review your content, we will revert with any questions prior to your build day. We will also send you some websites to give you an idea of the sort of site we'd like to create for you so we can decide the general look and feel together before the big build.

On build day, we will setup a Slack Channel to communicate through easily and send you relevant links to check during the day. **PLEASE MAKE SURE THAT YOU BOOK OFF THAT DAY IN YOUR CALENDER SO THAT YOU ARE AVAILABLE TO COMMUNICATE WITH US!** By the end of the day, you will have your website built and working for you!

Congratulations!! We are VERY excited to build your OUTSTANDING website in only ONE DAY with our 1 Day Webs Process!