

Business Website Content Checklist

How does this differ from the content inventory? The content inventory is a master record of your content. But it may not include everything you need in order to have an effective business website.

When you've finished compiling your content inventory, consult this content checklist to see what you're missing.

If you don't yet have any content, use this list as a starting point for collecting your content. You still need to fill out the content inventory in order to keep track of where the content is, which content needs to be created, and to help you organize your website by identifying categories and navigation items.

Note: Not all of these items will apply to all types of businesses. Scan the list for items that are appropriate for your website.

- About page
- Information about key personnel
- Testimonials and reviews
- Awards
- Trust marks and certifications (BBB, Verisign, Security Seals, etc.)
- Product photos
- Facility photos
- Calendar of upcoming events
- News and press releases
- Product information
- Services and pricing
- Where to buy
- Frequently Asked Questions
- Location(s) and directions
- Contact form
- Additional contact information as appropriate
- Customer support form
- Privacy Policy (required if you collect user information, including email addresses)
- Terms of service