Website Content Checklists

Maddy Osman, The Blogsmith

For Home, About, Services, Blog, & Content Pages

Home Page Content Checklist
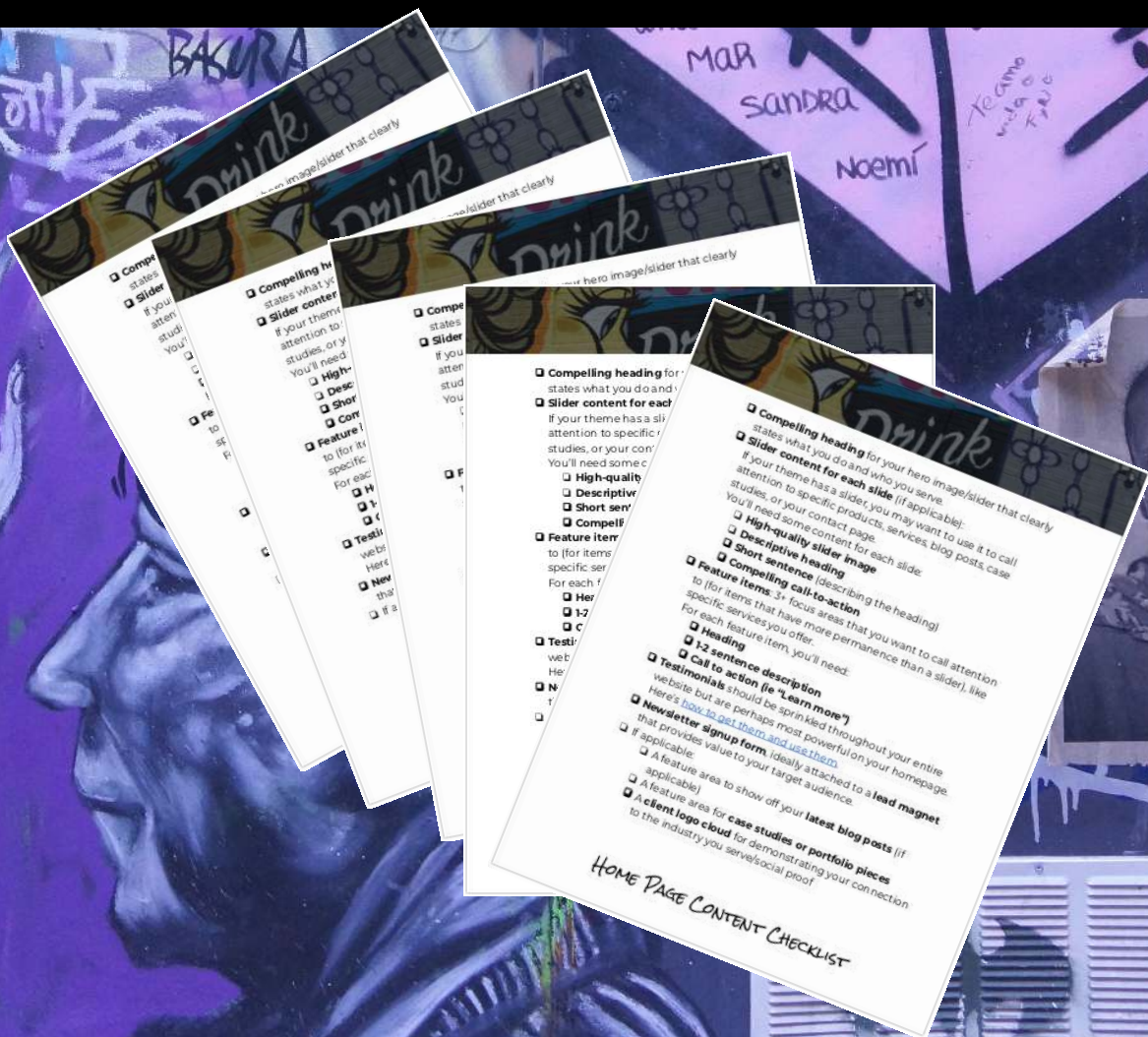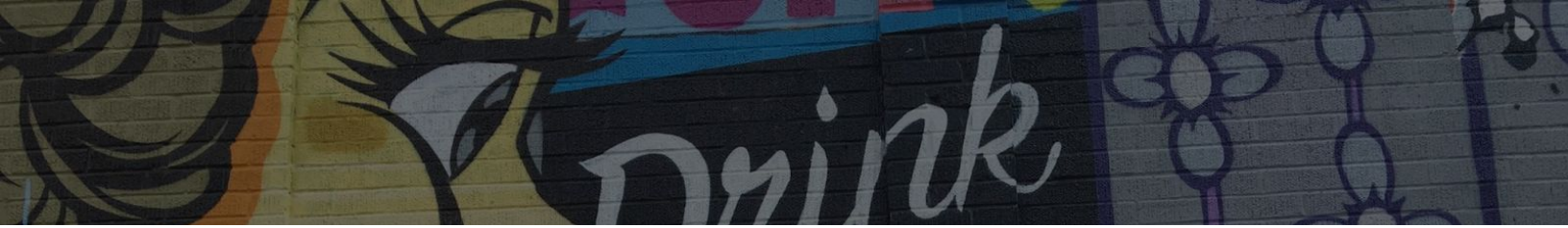
- ❏ **Compelling heading** for your hero image/slider that clearly states what you do and who you serve.
- ❏ **Slider content for each slide** (if applicable):
  If your theme has a slider, you may want to use it to call attention to specific products, services, blog posts, case studies, or your contact page.
  You'll need some content for each slide:
  - ❏ **High-quality slider image**
  - ❏ **Descriptive heading**
  - ❏ **Short sentence** (describing the heading)
  - ❏ **Compelling call-to-action**
- ❏ **Feature items**: 3+ focus areas that you want to call attention to (for items that have more permanence than a slider), like specific services you offer.
  For each feature item, you'll need:
  - ❏ **Heading**
  - ❏ **1-2 sentence description**
  - ❏ **Call to action (ie "Learn more")**
- ❏ **Testimonials** should be sprinkled throughout your entire website but are perhaps most powerful on your homepage. Here's [how to get them and use them](#).
- ❏ **Newsletter signup form**, ideally attached to a **lead magnet** that provides value to your target audience.
- ❏ If applicable:
  - ❏ A feature area to show off your **latest blog posts** (if applicable)
  - ❏ A feature area for **case studies or portfolio pieces**
  - ❏ A **client logo cloud** for demonstrating your connection to the industry you serve/social proof

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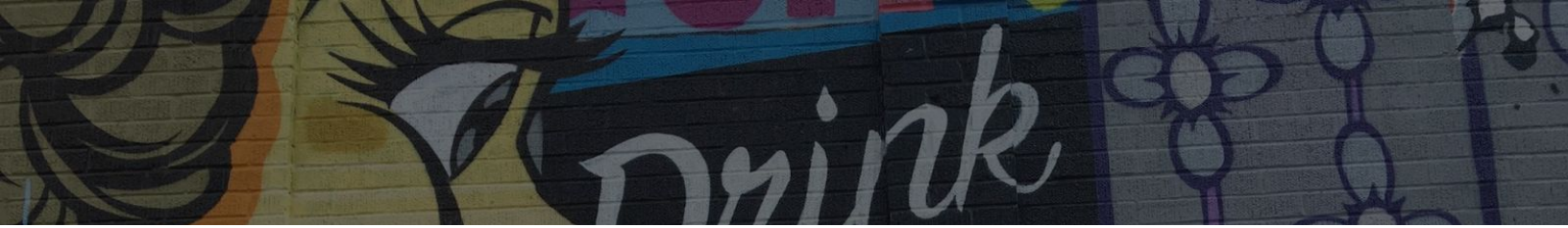
Your about page isn't about you — it's about your customer.

That said, you should spend some time introducing yourself to customers while explaining your relevance to them.

❑ **A brief bio**: Don't write a novel but guide prospects through relevant aspects of your background. They're on this page because they want to know a little bit more about the person(/people) behind a company. It's ok to get a little quirky here, too.
If your company is made up of more than one person, make sure to have bio content for everyone.

❑ **A headshot**: Help people to make the human connection to the person behind the computer screen. Make sure it's consistent across your other online profiles.
If your company is made up of more than one person, make sure to have headshots for everyone.

❑ **Who you serve**: Talk about the type of clients that you serve (feel free to name drop if there's no non-disclosure agreement in place) to tell the story of your business. Go ahead and detail some of the positive things your work has helped them to achieve.
 ❑ Weave in **relevant/compelling client testimonials**.

❑ **Answer pressing questions**: Treat your about page as a high-level FAQ for what it's like to work together and why it's worth doing.
Consider proactively answering the following:
  ❑ What areas do you specialize in?
  ❑ What are your favorite types of projects?
  ❑ Have you won any awards for the work you specialize in?

About Page Content Checklist
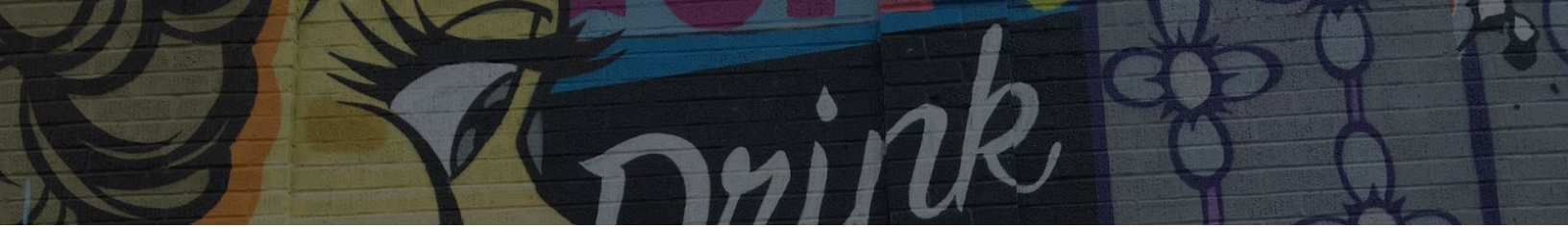
You may decide to put all of your services on one page. However, there are more benefits associated with creating a **main services page** that links out to **individual service pages.**

Here's what you'll need for each of these service pages:

Main Services Page

If you want to get up and running and don't have time to create individual service pages, having one service page that summarizes your services is better than nothing.

Make sure to include the following on your main services page:
- ❏ **Introductory paragraph** framing up your expertise while also creating connections between your different types of services.
- ❏ For each service:
    - ❏ **Descriptive subheading**
    - ❏ **Short paragraph** (1-3 sentence) **service description**
   - ❏ **Call-to-action** (ie. "Learn more")

Each Individual Service Page

Eventually, you'll want to create individual service pages for each of your offerings.

Make sure to include the following for each services page:
- ❏ **Descriptive heading** (don't forget to incorporate your target keyword)
- ❏ **1-2 paragraph service description**
- ❏ **Embedded contact form**
- ❏ **Relevant client testimonials**

Service Page(s) Content Checklist
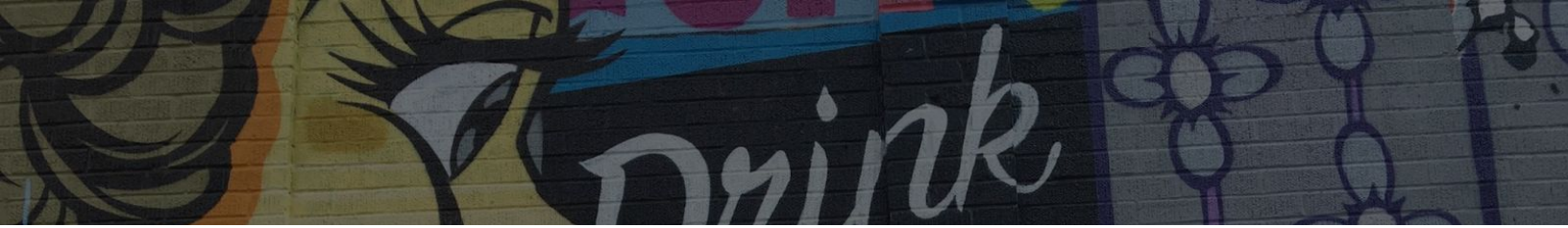
The main content focus on your blog is, of course, your blog posts. That said, you may want to spend some time customizing your **blog sidebar content** (if applicable).

- ❏ **Search bar**: This helps visitors find the blog content most relevant to them. Consider adding a custom heading that's more compelling than "Search" (like "Search through the archives").
- ❏ **Related posts**: Some WordPress themes offer this functionality built-in. If your chosen theme doesn't, you can implement this functionality with a plugin like [Related Posts for WordPress by Bibblio](#).
- ❏ **Email signup form**: Encourage people to sign up for email updates where it's most relevant — while they're reading your blog content.
  Similar to what you've already created for your homepage, you'll need:
  - ❏ **Compelling heading**
  - ❏ **Relevant lead magnet** (with 1-2 sentences explaining it)
  - ❏ **Compelling call-to-action** (ie. "Sign up")

Blog Page Content Checklist
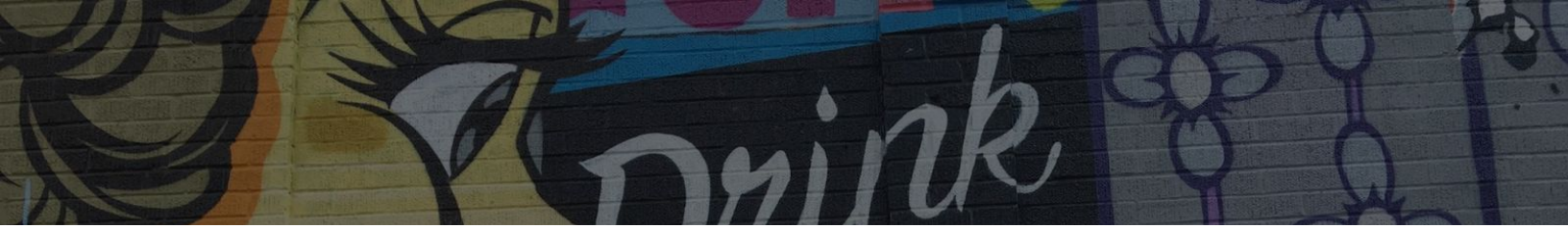
- ❏ **Phone number & address**: Perhaps most important for local businesses working with other local businesses.
  If you run a local business, check out my Local SEO Checklist for more ideas to optimize your website accordingly.
- ❏ **Contact form**: The Contact Form 7 plugin is free and easy to install. The fewer fields, the better (from a conversion standpoint).
  When it comes to B2B services, you'll probably want to ask for:
    - ❏ **Name**
    - ❏ **Phone number**
    - ❏ **Email address**
    - ❏ **Subject line** (consider providing drop-down options)
    - ❏ **Message**
- ❏ **Calendar scheduler**: A tool like Calendly empowers prospects to book time to talk to you (based on your own calendar availability).
- ❏ **Clarity.FM link** (if applicable). Tired of people getting in contact just to "pick your brain"? Direct them to a place where they can book time to chat with you — for a price.

Contact Page Content Checklist