



WEBSITE CONTENT WORKSHEET

PLANNING AIDE FOR CREATING YOUR WEBSITE BLUEPRINT

loma@bearcreekww.com ▪ 715.575.9072 ▪ www.bearcreekwebworks.com

The following is a guide to help you consider and gather the types of content you would like to include on your site. Feel free to modify or skip any sections necessary or provide your own document(s). If you have questions or need additional information, please ask us or view our [Website Planning Guide](#) on our website.

BUSINESS INFORMATION *(as it would appear on website)*

First Name:

Last Name:

Business/Organization Name:

Physical Address:

City:

State:

Zip:

Mailing Address:

City:

State:

Zip:

Main Phone:

Fax:

Mobile:

Email:

Business Type/Category:

Other:

Other:

Short Description (200 characters or less):

Long Description (500 characters or less):

Do you have a motto/slogan, mission or vision statement?

What makes you better than your competition?

Are you a member of any associations?

Do you have any awards or certificates?

ESTABLISHING LOOK & FEEL

List a 2-4 existing websites (any industry) that you like the design or functionality of. Tell us what you like about them? Is there anything you don't like about them?

If you have a current website, what don't you like about it? What do you like about it?

Do you have a corporate identity program which designates certain colors, color schemes and typography? If so, Please provide the RGB, CMYK or hexadecimal values for your colors along with any specific typefaces. *Unless otherwise noted, we will base your website color scheme and typography off of any marketing collateral or logo you have or will provide to us.*

PAGE DATA:

Page Title: _____

Heading: _____

Main Text/Sub-Headings/Bullet Points:

What action(s) do you want your visitors to take on this page?

Image Filenames or Stock Photo Ideas: _____

Search Engine (SEO) Keywords:

PAGE DATA:

Page Title: _____

Heading: _____

Main Text/Sub-Headings/Bullet Points:

What action(s) do you want your visitors to take on this page?

Image Filenames or Stock Photo Ideas: _____

Search Engine (SEO) Keywords:

PAGE DATA:

Page Title: _____

Heading: _____

Main Text/Sub-Headings/Bullet Points:

What action(s) do you want your visitors to take on this page?

Image Filenames or Stock Photo Ideas: _____

Search Engine (SEO) Keywords:

PAGE DATA:

Page Title: _____

Heading: _____

Main Text/Sub-Headings/Bullet Points:

What action(s) do you want your visitors to take on this page?

Image Filenames or Stock Photo Ideas: _____

Search Engine (SEO) Keywords:

PAGE DATA:

Page Title: _____

Heading: _____

Main Text/Sub-Headings/Bullet Points:

What action(s) do you want your visitors to take on this page?

Image Filenames or Stock Photo Ideas: _____

Search Engine (SEO) Keywords:

PAGE DATA:

Page Title: _____

Heading: _____

Main Text/Sub-Headings/Bullet Points:

What action(s) do you want your visitors to take on this page?

Image Filenames or Stock Photo Ideas: _____

Search Engine (SEO) Keywords:

PAGE DATA:

Page Title: _____

Heading: _____

Main Text/Sub-Headings/Bullet Points:

What action(s) do you want your visitors to take on this page?

Image Filenames or Stock Photo Ideas: _____

Search Engine (SEO) Keywords:

PAGE DATA:

Page Title: _____

Heading: _____

Main Text/Sub-Headings/Bullet Points:

What action(s) do you want your visitors to take on this page?

Image Filenames or Stock Photo Ideas: _____

Search Engine (SEO) Keywords:

PAGE DATA:

Page Title: _____

Heading: _____

Main Text/Sub-Headings/Bullet Points:

What action(s) do you want your visitors to take on this page?

Image Filenames or Stock Photo Ideas: _____

Search Engine (SEO) Keywords:

PAGE DATA:

Page Title: _____

Heading: _____

Main Text/Sub-Headings/Bullet Points:

What action(s) do you want your visitors to take on this page?

Image Filenames or Stock Photo Ideas: _____

Search Engine (SEO) Keywords:

PAGE DATA:

Page Title: _____

Heading: _____

Main Text/Sub-Headings/Bullet Points:

What action(s) do you want your visitors to take on this page?

Image Filenames or Stock Photo Ideas: _____

Search Engine (SEO) Keywords:

PAGE DATA:

Page Title: _____

Heading: _____

Main Text/Sub-Headings/Bullet Points:

What action(s) do you want your visitors to take on this page?

Image Filenames or Stock Photo Ideas: _____

Search Engine (SEO) Keywords:
