eggdesign

This cheat-sheet is intended to serve as a guide to enable you to best structure your content. Some elements will of course have to be substituted should they not be relevant to your business, but this should be quite self-explanatory. There are some ideas and things to take into consideration which will help you clarify your message and lead to continuity across your site.

Primary Menu

Home – About – Services – Contact – Blog
Your menu should be easy to navigate and hold the titles of the most important information.

Sub Categories (each leading to a page)

Home – *Why you do what you do, how you do what you do, what you do.*
It should be very clear from the outset what exactly your company does but people often but with their emotions rather than their rationale so be sure to include why you do what you do in order to engage your visitors.

About – *our goal - history of the company – meet the team.*
This information should be short and punchy.

Services – *separated into a logical list.*
Although you understand your business, not everyone will. This gives you the chance to break it down methodically for those who need your product or service.

Contact – *A few words inviting your visitors to contact you (as well as the contact info, social medias, mailing list, map, contact form where relevant)*

Blog – *Ideally broken down into categories for ease of navigation.*
A blog is great for increasing your site's organic traffic and keeping your audience engaged.

Pages
Summarise – *succinct summary of information*

Headings - *Break each page content down further into headings. This will allow you to maintain structure and a logical flow of information with one section leading nicely into the other. You may not wish to have these headings within the page itself, but it is useful when writing.*

CTAs (Calls to action)
Can you sum it up first? If so, do so then invite your visitors to 'learn more'. Not every call to action has to be 'buy now'. A gentle nudge in the right direction can be just as powerful.

Spellcheck
Proofread
Proofread again!

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Egg Web Design & Development – www.eggdesign.ie