

**How-to Guide**

# Preparing & Submitting Website Content

Difficulty: **n/a**; Time Required: *(varies; on volume of content)*

"Content is King!" *{A. Marketer}*

Despite being a somewhat overused (and as a result clichéd) expression, it truly *is* the case that the success or failure of a Website can be directly influenced by the quality of the text and graphical (logo(s)/photographic/video) *content* that is presented to Site Visitors.

Professionally trained Website Designers and Developers have the technical know-how for presenting your information in the most effective and compatible manner. However, the impact of your completed Website can still fall flat on publication – if the text and images on view are have been poorly prepared and were of a poor standard from the outset.

Having personally worked on designing and marketing numerous Websites for over 15 years, it is no coincidence that the most successful projects have typically been those which were planned and thought out with the most care and attention during the early stages of development.

The purpose of this document is to assist you with preparing and submitting initial (and future) content for *your* Website – by way of a few helpful guidelines and tips. I hope you find them useful.

## Part 1: Text Content

Your core text (headings, sentences and paragraphs) will inform and educate Visitors to your Website about the products and/or services that you can offer them as a business. It is therefore of *vital importance* that this text is both well-written *and* well structured. Poorly written and/or badly thought out text is likely to confuse and in some cases even put-off potential customers.

With that in mind (and if the necessary budget is available) I recommend that you have your text checked by a trained proofreader, *before* submitting your content files to Mounsey Web Consultancy.

- If I encounter any *obvious* spelling mistakes, these *will* however be corrected for you as a matter of course

Alternatively, if you struggle to compose anything at all, consider hiring a professional copywriter to produce your content from scratch. This *can* sometimes be an expensive exercise, but is likely to be less time-consuming than trying to prepare all of the content yourself (and with superior end results).

- When submitting **Text** Content, please use one of the following popular file formats:
  - MicroSoft Word (.doc / .docx)
  - Adobe Acrobat (.pdf) Please ensure that the file is not locked and that text can be copied/pasted from it
  - Open Office
  - Plain Text (.txt)
- Your prepared text can *either* be submitted to me as a **single document** (e.g. Website Copy.doc) **or** alternatively as **separate documents** *per page/section*. (e.g. Introduction.doc / About Us.doc / Services.doc; and so on).
  - One potential benefit of supplying text content as *separate* files is that it can be submitted in stages, rather than having to provide *all* of the content at the same time. Resubmitting amended text is also typically a more straightforward exercise (e.g. Sending a revised copy of About Us.doc and so on).

## Part 1b: Cloud Based Services (for Content creation & storage)

- If you are familiar with and a user of a *Cloud based* office solution, text content and alternatively be securely created and then (privately) shared using such a service.
- Mounsey Web Consultancy extensively work with (and recommend) the excellent **Google Docs** service, but others are also available (*Microsoft Office 365* being a notable alternative)
- The *key* advantage of working with a cloud based platform is that there is only ever one central copy of any document. People who are granted access can also request to be *automatically updated* when any changes are applied to the document(s). This saves considerably time Emailing updated versions of content documents and reduces potential confusion too (avoiding scenarios such as working with outdated versions of prepared content and so on)
- Cloud based documents also of course have the advantage of being accessible and editable from *any internet connected device and location* (providing you have the secure login details)
- For more information and guidance on using Google Docs to prepare and store your Website content, please Email [john@mounsey.co.uk](mailto:john@mounsey.co.uk) for expert advice.

## Part 2: Photography, Video and other *visual* Content

Another much used marketing phrase: "A Picture is Worth a Thousand Words" is also one which is very valid when considering and supplying visual content for your Website. Visitors *\*love\** images!

The availability and quality of digital cameras (including those typically found on Smartphones) enables you to potentially take your own photographs and even video footage. This can and does sometimes work sufficiently well – but for the *best* results, consider working with a local professional photographer/filmmaker, again if time and budgetary constraints allow this to be an option. (reliable, local suppliers of such services be recommended, upon request).

- When submitting **Image** Content, please use one of the following popular file formats:
  - JPEG (.jpg or .jpeg) Ideally with zero compression / uncompressed format
  - .TIFF, .PNG, .GIF (.gif only supports up to 256 colours, so is not recommended for photographic content)
  - Adobe PhotoShop native format (.PSD) or Corel PaintShop Pro native format (.PSPIMAGE / .psp)
- Regardless of the *format* always supply the LARGEST versions of the files available!
  - **Tip:** Avoid sending large files (over 10 megabytes) via Email, as this can jam up your Inbox / Outbox.
  - Instead, consider signing up for an account with **DropBox** (<http://www.dropbox.com>), which is a popular (free) cloud based storage provider. Files & Folders on DropBox can be **shared** *securely* with others.

### Part 2a: Logo Files

- If you already have any company or brand **logos**, please ensure that these are also submitted in one of the advised File Formats (above) & also in the LARGEST available size(s).
  - **Tip:** If you do not have a digital version of your logo (or it is too small or of poor quality), be advised that Mounsey Web Consultancy offer a special **Logo Remastering / Recreation Service**.

## Part 3: Links

When including links to *external* Websites in your content, please do so sparingly (as these all act as "EXIT" doors on your own Website, regardless of how relevant/useful they may be). In addition, please ensure that any such links are copied and entered correctly – as faulty "broken" links look unprofessional and also confuse/frustrate Visitors to your Website.

- **Tip:** There is *no need* to seek permission from Site owners when linking to other Websites. However, it is considered Good Practice to contact them before doing so, which provides a useful opportunity to negotiate **reciprocal links** *from* the Websites you link *to*. In addition, any such inbound links are also likely to have a positive impact on your Search Engine Optimisation (SEO), particularly if popular Sites link back to yours.

## Part 4: Other Site Content

Depending on the nature of your Website, there may well be additional non-standard content which needs to be correctly formatted and supplied, in order for it to be effectively utilised on your pages.

Typical examples include tabulated information (e.g. Technical specification sheets); Product Databases (for eCommerce enabled Websites); Video footage – and so on.

- If you feel that any of your content is of an unusual / non standard nature (or have any problems at all with the preparation of *any* content for your project), please contact me for expert advice.