



# Content Planning Guide

## Small Business

### GENERAL INFORMATION

- About/Company Information
  - Staff Information \_\_ staff photos \_\_ staff bios
  - Contact Information
  - Location/Directions
  - Company Announcements
  - Subscribe to company newsletter/ mailing list
  - Calendar of Events
  - Press/Publications/Articles
  - Careers/Staff Recruitment
  - Other
- Please indicate:

### CLIENTS/PROJECTS

- Client Listing
  - Past/Current Project Descriptions
  - Portfolio
  - Client Login Area (for customized content: billing statements, statement of work, project documents etc.)
  - Other
- Please indicate:

### SERVICES purchase online?

- Description of Service(s)
  - F.A.Q.
  - Service Pricing
  - Testimonials
  - Other
- Please indicate:

### PRODUCTS purchase online?

- Product Photo
  - Pricing
  - Product Description
  - Testimonials
  - Terms of use (licensing, resell etc.)
  - Other
- Please indicate:



OTHER RESOURCES

- Message Boards/Forum
- Advertising: Will you offer advertising for local businesses?
- Company Blog
- Partners
- Other:

OTHER INFORMATION NOT LISTED ABOVE: