COBANNER.

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Website Content Checklist

Prepare these items before your designer starts, and the project finishes faster.

Every site

- [ ] Business name and logo files
- [ ] Phone, email, address and opening hours
- [ ] Short description of what you do
- [ ] Social media links
- [ ] Privacy policy text

Home page

- [ ] One-sentence headline
- [ ] Three main services or benefits
- [ ] One strong call to action
- [ ] Two or three testimonials
- [ ] Best photo or video

About page

- [ ] Your story in a few short paragraphs
- [ ] Team photos and short bios
- [ ] Qualifications or memberships
- [ ] Values or approach

Service pages

- [ ] One page per main service
- [ ] Who it is for and what is included
- [ ] Process in 3 to 5 steps
- [ ] Price or price range, if you share it
- [ ] Five frequently asked questions

Proof

- [ ] Reviews and testimonials with permission
- [ ] Before and after photos
- [ ] Case studies or past work
- [ ] Logos of clients, if allowed

Images

- [ ] Real photos of you and your work
- [ ] High-resolution files
- [ ] Permission to use any people shown
- [ ] Short descriptions for alt text

Late content is the most common reason that website projects run late. Send what you have and we will help with the rest: hello@cobanner.com