

# Concierge Website Content Guide

The following guide is meant to assist you in preparing your content for your new website. It includes:

1. Typical Site Structure: Recommended organization for your site's pages and content
2. Text Formatting: How to format your text for improved SEO results
3. Business Information: General information about your business to include in your site
4. Featured Content Page Outline: Recommended content organization for pages like your homepage
5. Standard Content Page Outline: Recommended content organization for basic content pages like service descriptions or about us content.

*We recommend using this as a master document for your content. Whenever you have content updates, use tracked changes and send us the updated document, so you always have an accurate source.*

## Typical Site Structure

- Featured content pages: 3
- Standard content pages: 10
- Events
- Blog

Main Nav	Sub-page	Page Type	Content Samples
Homepage		Featured	Intro, About Overview, Services Overview, Call-to-action
About Us		Featured	Who We Are, Our Mission, Our Staff
Services		Featured	Summary of each service
	Service 1	Standard	Service detail
	Service 2	Standard	Service detail
Media		Standard	Photo/video gallery, music

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Events	Standard	
Blog	Standard	
Contact	Standard	

## Text Formatting

Text should be formatted using up to three heading styles, plus normal body content styles (bold, italic, bullets, number lists, etc.).

View some of our clients' websites to see how text and images can be formatted in the design of your website: <https://concierge.concentric.design/portfolio>

## Heading 1 (recommend only one per page)

### Heading 2

### Heading 3

Body content

“Quote/Customer Testimonial”

[Insert image: filename.jpg]

## Business Information

- Business Name:
- Business Address:
- Business Phone:
- Business Hours:
- A short description of your business to appear in search results (50–300 characters):
- Social media pages:
  - Twitter:
  - Facebook:
  - Instagram:
  - LinkedIn:
  - Pintrest
  - YouTube:
  - Vimeo:
  - Bandsintown:
  - Soundcloud:
  - Yelp
  - TripAdvisor:
  - Others:
- [Disqus](#) short name (for blog commenting):

# Featured Content Page Outline

## Page Details

- Page Title (will show in browser tab):
- Page URL (will default to page title if not specified):
- SEO Page Title (optional display for search engine results):
- Page Description (for search engine results, 50–300 words):

## Page Content

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[Insert image: filename.jpg]

## Page Heading (being descriptive can enhance SEO results)

### Secondary heading/introduction

Introductory paragraph

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[Insert image: filename.jpg]

### Secondary content headline (ex. About Us)

Description

Call-to-action link (ex. Learn more about us >)

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[Insert image: filename.jpg]

## Secondary content headline (ex. Our Services)

Description

Call-to-action link (ex. Learn more about our services >)

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## Main call-to-action (ex. Contact Our Sales Team Today!)

Description

Call-to-action (ex. Call us at XXX-XXX-XXXX)

# Standard Content Page Outline

## Page Details

- Page Title (will show in browser tab):
- Page URL (will default to page title if not specified):
- SEO Page Title (optional display for search engine results):
- Page Description (for search engine results, 50–300 words):

## Page Content

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[Insert image: filename.jpg]

## Page Heading (About *business name*)

### Secondary heading/introduction (We are...)

Introductory paragraph

#### Feature 1

Description

#### Feature 2

Description

### Secondary heading (Meet our staff)

Introductory paragraph

#### Feature 1

Description

## Feature 2

Description

## Call-to-action (Get in touch)

Description