# Content Strategy for Starr Donuts web site – optional table

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| **Web Site Pages**  (num or name) | **Headlines** (what is title on page) | **Text Content** (what kind of text content goes on the page) | **Main Message of Page** (what are you trying to say on page) | **Visual Content** (images, video, etc that will be on the page) |
| Home (1) | Starr Donuts' Sweet Landing | Welcome message, Brief Overview of what Starr Donuts offers with Emphasis on Wedding cakes,  Opening Hours,  Customer Testimonies | Welcoming visitors | Logo,  High quality image(background) |
| About Us (1.1) | Our Doughnut Journey | History of Starr Donuts (40 years),  Emphasis on Family ownership and values,  Mission statement and commitment to quality,  Meet the team (family photos and bios) | Telling the story of Starr Donuts | High quality images of past donuts,  High quality images of glaze |
| Wedding Cake Page (1.2) | Starr Cakes: Sweet Creations | Information on customizing wedding cakes,  Pricing for different cake sizes and designs,  Steps to order a wedding cake,  Success stories and testimonials from couples | Showcase Wedding cakes | High quality images of past wedding cakes |
| Doughnut Page (1.3) | Your Doughnut Destination | Description of each donut flavor and selling points,  Pricing information including deals or discounts,  Customer reviews and rating | Showcase Donuts | High quality images of donuts |
| Contact Us Page | Connect with the Starr Family | Contact form.   * Name * Email * Message * Order details   Starr Donuts info   * Address * Phone number * Email * Links to social media sites * Hours or operation | Provide a platform where visitors can reach out to Starr Donuts | N/A |
| FAQ Page | Starr Donuts Answers | List of frequently asked questions and detailed answers | Provide answers to frequently asked questions | N/A |
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