**Website Content Guidelines for Your Inputs**

Dear AfroSavory Traders,

To create a professional and engaging website for your business, we need your input for several key sections. Below is a detailed guide to help you understand what each section entails and the kind of information you can provide. Feel free to tailor the headings to suit your business better.

**1. About Us**

**Purpose**: This section introduces your company and creates a connection with your audience.  
**Details Needed**:

* A brief history of your business (when and why it was founded).
* Your mission, vision, and values.
* What sets you apart from competitors.
* Key achievements or milestones.

**Example Headline Options**:

* "Who We Are"
* "Our Story"

**2. Services**

**Purpose**: Showcase what you offer to clients in a clear and compelling way.  
**Details Needed**:

* A list of services you provide (include specific names or categories).
* A brief description of each service.
* Any unique methods, tools, or guarantees associated with your services.
* Images, icons, or videos (if available) that highlight your services.

**Example Headline Options**:

* "What We Do"
* "Our Expertise"

**3. Works Done (Portfolio/Projects)**

**Purpose**: Highlight successful projects to build credibility and trust.  
**Details Needed**:

* A list of projects or works completed (with brief descriptions).
* High-quality images, case studies, or links showcasing your work.
* Testimonials from happy clients (if available).
* Relevant stats, such as timelines or measurable outcomes.

**Example Headline Options**:

* "Our Work"
* "Success Stories"

**4. Blog (One Page)**

**Purpose**: Share valuable insights, news, or stories to engage your audience.  
**Details Needed**:

* A single blog post on a topic relevant to your business or audience. For instance:
  + A guide related to your industry.
  + A behind-the-scenes look at your business.
  + Recent updates or trends in your field.
* Any accompanying images or media.

**Example Headline Options**:

* "Insights"
* "From Our Desk"

**5. Contacts**

**Purpose**: Make it easy for clients to reach you.  
**Details Needed**:

* Your physical address (if applicable).
* Phone number(s).
* Email address.
* Social media handles.
* A short call-to-action, e.g., “Reach out to us today for more information!”

**Example Headline Options**:

* "Get in Touch"
* "Contact Us"

Please provide the details for each section in a format you find convenient (e.g., Word document, email, or even bullet points). The more specific and engaging your content is, the more impactful the website will be.  
  
More So please provide images or atleast an idea of images youd want me to look for for instance, Images of coffee, Images of Mining plants and so on.

Looking forward to your input to bring your vision to life!

Best regards,  
[Your Name]  
**Kariuki Projects**