**Week 8: Assignment – Content Update**

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WEBD 480 – 81

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With regards to content for Fur Friends, I took into account what was stated in the contract, creative brief, proposal, and what was stated to me by the client. According to the website questionnaire, the client wants the policies to be the only main content taken from the old website and transferred to the new one. Other content provided by the client that is not on the current website includes photos and descriptions of board members and staff. The content of how Fur Friends came to be will also be provided by the client. Furthermore, I will need from them photos and descriptions of the animals that are currently available for adoption, which will need to be updated regularly based on demand and turnaround. Other content I will need from the client will include the following:

* Hours/location
* Community service info
* Volunteer info
* Donation info
* Application process
* Foster info
* Supply drive info

Content requested by the client includes social sharing icons, social links, a contact form, a database to showcase animal adoptions, potentially an e-mail sign-up form, and a possibility to sell items in the future (though not a current need). These will all be created in-house by me, with an e-commerce site such as Shopify being used for the online store.

For outsourcing content, I will be using stock photos to fill in places that need photo content to market to a specific demographic. I will be using Pexels website for this, as it is a free stock photo company with high-quality photos that will come at no extra cost to the client.