Content

Content is the heart of any website. It will let both users and search engines know what your site is about. It’s important to get content right from the start. The following points will help you do so.

* + - Replace dummy content
      * Check your site for placeholder text (such as Lorem ipsum) and make sure the actual (client-approved) content is in place.
    - Proofread
      * Nothing says "unprofessional" more than grammar and spelling errors, so double check all text on the site for mistakes and then check again.
    - Format written content
      * Layout is important to make your site attractive and easy to consume. Avoid big blocks of text, use paragraphs, and don’t forget about headings!
    - Check for placeholder images
      * Any stand-in visuals should also be removed and replaced with actual images
    - Go through videos and audio files
      * The latter also counts for other types of media. See that the right files are in the right place and that they are working properly.
    - Examine page links
      * Make sure no link is broken, internal links point where they are supposed to, and external links open in a new tab.
    - Check downloadable files
      * If you have downloadables, make sure they are proofread, linked to correctly and can in fact be downloaded.
    - Set up a 404 error page
      * Though most themes have a default page for content that can’t be found, you should also consider setting up a custom 404 error page. Either way, make sure there is a page for those who get onto your site through a faulty link.
    - Implement a contact page
      * Another important page visitors will appreciate is a contact page. Use plugins like Jetpack, Contact Form 7, and Fast Secure Contact Form to set up an easy way for users to communicate with you
    - Set up Redirections
      * If there is need for any redirections (such as to preserve link juice from an old site), make sure they are set up correctly. Redirection is an excellent tool for this.