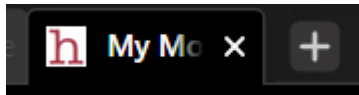


Content requirements

Required - These items are required for us to start work on your new website

1. Let us know which **template** you prefer. Our current template list is viewable at <https://harkusweb.com/templates>
2. **Logo** in vector format such as AI, EPS, SVG will provide the best results
3. **Branding** - provide your brand colours (in Hex format, i.e. #ABC123), font face(s), etc.
4. **Favicon** - what part of your logo you want to use as a small square icon. Example usage within a web



browser tab: (If your logo has an icon it's "possible" we can use this and help you separate it)

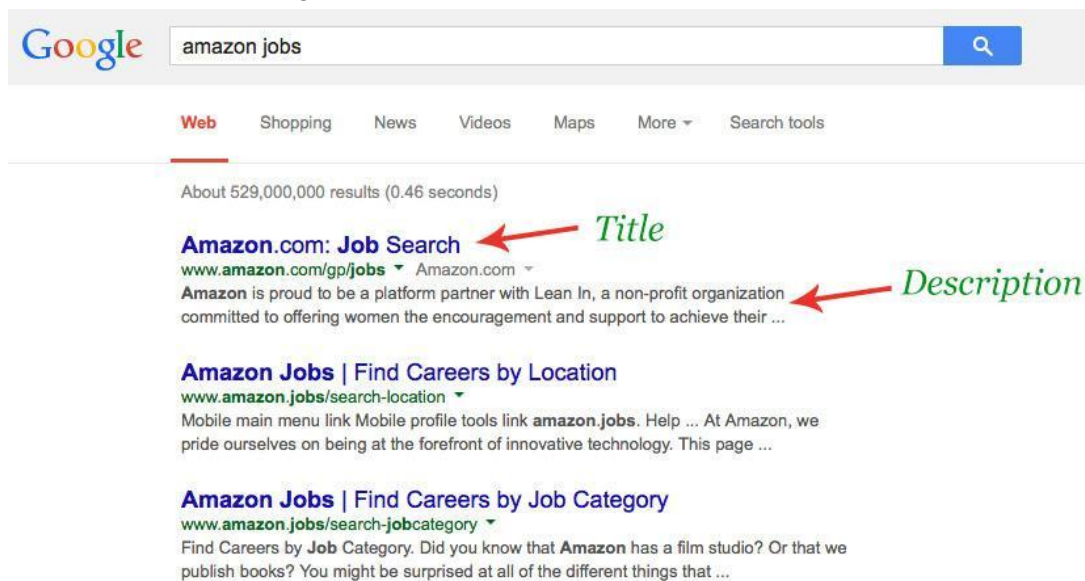
5. **Sitemap** - how many pages and what the page titles will be. A simple list of the pages and their children (sub-pages - if any) will work nicely.
6. **Page content** for all pages mentioned in the sitemap. A paragraph per page at minimum. For best SEO results, each page should have about 500-800 words of content. Obviously, some pages such as "Contact" might have less content. If you don't have enough content at the start, keep in mind that the site is a living document and can grow as required with the ability for you to update and add content.
7. **Page imagery** - all images should be high-res for best results and should be laid out appropriately for the location in the theme/layout (portrait or landscape). Please indicate which page and content you'd like the image to go with based on the chosen template.
8. **Contact form** requirements. What fields will your contact form(s) require outside of the typical First Name, Last Name, Email Address and Comment? Will you require ReCaptcha (I am not a robot)? ReCaptcha helps reduce spam dramatically.
9. Provide any information to populate the **website footer** such as an address, phone number, email address, extra links, etc
10. **Privacy Policy and Terms & Conditions** content - Note, these links are generators to allow you to fill in the appropriate information. Use the link to generate a privacy policy and/or T&C and adjust it to your requirements. Afterwards, send the content to us. We do recommend our clients have their privacy policy and/or T&C reviewed by a legal councillor, but that's up to the client. [Should I have a T&C page?](https://www.shopify.ca/tools/policy-generator/terms-and-conditions)
 - i. <https://www.shopify.ca/tools/policy-generator/terms-and-conditions>

- ii. <https://www.shopify.ca/tools/policy-generator>

Optional, but highly recommended. These items aren't required for the site build, but are recommended to optimize your potential search engine results for those trying to find your site.

11. Provide your **target audience**, if you have one. This can help us arrange content optimally.
12. **Page descriptions.** Page descriptions are what shows on Google when the page shows up in the organic search results. This allows you to properly describe what content is shown on that page. Accurate descriptions help people looking for you to be more likely to click through. The length is 50-160 characters. Each page should have a description. If a description is not specified, the website and search engine will pull the first bit of content automatically. In most cases, this content does not describe the page effectively allowing potential users to find a site that appears to better suit their needs.
13. **Page titles.** Page title: What you'd like the page tab to say. For example, About Us could be "About Joe's Home Inspections" This line should be up to 60 characters. Each page requires a title. If not provided, we will create a basic title based on the sitemap.

Title & Description usage example:



14. **Image Alt Tags** - all imagery should have a description for alt tags (up to 125 characters long). The best results are from words that describe the picture but also relate to the business. For example, if your business is a home inspection business and the picture is of a happy couple in front of their new sold house sign, the alt tag might say "Happy new homeowners confident in their purchase after a home inspection". Good alt tags allow your imagery to show up on Google Image Search results providing a second avenue for people to find your website.
15. Is **newsletter signup** required? If so, what mail collection system are you using (i.e. Constant Contact, MailChimp, etc.)? Are you targeting Canada? If so, CASL will be required.
16. Will the site be **targeted to Europe**? If so, a GDPR plugin will be required

17. **Social Media links.** (i.e. <https://facebook.com/nike>)
18. Do you have a **Call to Action (CTA)** in mind? If so, please provide the details. Example: Purchase our product here!
19. If you'd like **Google Analytics** configured, provide your GA credentials to link to the website. Analytics are highly recommended to allow you to view the number of visitors coming to your site, see how long they stay on the site and what pages they view. There is a free app you can download to easily track your site usage.

Completely optional

20. Provide any **videos** you need to be included as well as the page they should be included on. They need to be hosted on YouTube, so a link will be required for each video.
21. **Blog** - will you require a blog? If so, we will require an initial blog post and related image. The post can be as short or as long as you like. However, for the best SEO results, the post should be between 1000-2500 words, ideally. Also, if you plan to have more than one category, please let us know which category you intend to use.
22. Are you selling anything and require a **pricing page**? If so, provide the pricing tiers, features, best choice, etc.
23. If you need an **image gallery**, provide images specifically for the gallery
24. Do you require any of the additional options that are available? If so, let us know which ones.

Final notes:

Remember, all of the content provided can be modified once the website is up and running. We provide basic documentation to help you edit the content. There are some sections of the website that we will need to modify for you, however, the majority of the content is fully accessible and editable by you.