**Website content and navigation**

1. Below is an example Navigation bar, please enter the pages you required in the navigation bar (having limited letters across looks best). You can also have a vertical navigation bar if you choose.
2. Cut and Paste the ‘Content Information list’ below for all pages required. If you have an old website, cut and paste the information from the browser and update the content if needed. At the bottom of this word document you will find the above list has been clarified, as well as a guide to planning your content to be SEO friendly. If you do not provide all the information I will fill in the blanks but this information would be more accurate from you… ☺

*When complete please send worksheets and images to* [*karen@karenbatten.com.au*](mailto:karen@karenbatten.com.au) *and please feel free to contact me 0401 077 910.*

**1. Navigation: eg**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Home | About | News | Links | Contact |
|  | Services |  |  |  |

Enter your info here:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Home |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**2. Content Information**

Name of page - Home

Page Title –

Short description of page –

Your Top 6-8 Key Words -

Page Content –

Images for this page –   
Visual accessibility of images –   
Other elements required for this page

**USE THE BELOW LIST AS A GUIDE. Fill out worksheet above.**

Name of page – (name on the table you created in Step 1 – this will become you URL extension)

Page Title – (this will appear at the top of the browser – can be the same as URL or different)

Short description of page – (this is not visible on page)

Your Top 6-8 Key Words - Tip: make sure you include your sector and location. These are not visible on the page but can help with search engine optimization. Keywords are essential for the home page.

Page Content – Tips: try to use a mixture of Headings and Sub Headings and use your top 6-8 key words in these. Please bold your headings and subheadings. General Text - use all your key words in the general text, and try to include your top 6-8 key words in the first and last paragraphs and as much as possible.

Images for this page – (name images with description of what’s in the image)

Visual accessibility of images – for each image please provide text for the accessibility of the images

1. One word describing image – name your photo this as well (instead of IMG\_0991.jpg)  
and  
2. A sentence with describing the image

Other elements required for this page –

**Planning Your Website Content to be SEO friendly**

Before writing your website content you need to decide what type of site you want to have:

**1 –** You are NOT necessarily aiming to be found on search engines (e.g. Google). If this is you, then skip the rest of this document and go directly to Step 3.

**2 –** You want to be found on search engines. If this is you, then the advice below will help you to write the content of your site to assist in not just being found but getting further up the list on Google.

**Key Words –** These are the words you choose to help people find your website when they type search words into Google. For example, for a youth arts in the Brisbane their keywords would be “Brisbane” and “youth arts”. Choosing the right key words is very important and can greatly increase your chances of being found by potential customers.

Your key words need to be featured strongly in your webpage content. We also hide keywords in several areas that search engines like to look in. I will ask you to list these keywords in 'Step 3 - Website Pages Worksheet'.

It might help to think of your text like a glass of cordial.  
Cordial = key words  
Water = non key words  
The stronger the glass of cordial, the yummier it is and the more Google will like it!

**Tips -**   
Research what search terms, words or phrases your targeted site visitors might use. For example, you could search online for other similar services or products and see which key search words get the most results.

Once you have chosen your key words, use them in important areas of your site:   
Use keyword text in your navigation (the headings which direct people to particular pages on your website)   
Use keyword text in your links (links are text you click on to go to other pages), rather than generic words like "click here")  
Use keyword text in your headings and sub headings and copy  
Create a useful, informative site with pages that clearly and accurately describe your content