



Web Site Content Worksheet

Google wants you to know that the content of good Web sites includes the following . . .

- **Updating:** Frequent updating of content, at least once every few weeks, and more often, once a week or more.
- **Spelling and grammar:** Few or no errors. No page had more than three misspelled words or four grammatical errors. Note: spelling and grammar errors were identified by using Microsoft Word's check feature, and then ruling out words marked as mis-spellings that are either proper names or new words that are simply not in the dictionary.
- **Paragraphs:** Primarily brief (1-4 sentences). Few or no long blocks of text.
- **Lists:** Both bulleted and numbered form a large part of the text.
- **Sentence length:** Mostly brief (10 words or fewer). Medium-length and long sentences are sprinkled throughout the text rather than clumped together.
- **Contextual relevance:** Text contains numerous terms related to the keyword, as well as stem variations of the keyword.

PBS wants you to know that its basic Web Site Package includes what you need to have a good start for your Web site. If you decide later to expand the business' Web site, PBS will assist you with our add-on services.

There is a lot of work involved to prepare the Web site content. It will help you to assign one employee to act as the manager of the content. Others may submit content material to the manager using the following guidelines:

Text

- The content for each Web page will be saved to one document file. **The filename will correspond to the Web page name as indicated in the worksheet below.**
- PBS prefers you use **Microsoft Word**. If you must use different word processing software, check with the PBS consultant to verify compatibility.
- Send your final edited version. **Submissions must be sent using attachments to email or on a CD.**
- PBS may need to make minor changes to the content after the Web pages are prepared. If changes are made, your manager will have an opportunity to review the changes. If PBS finds that there is major editing required, you will be given the choice to resubmit the content or have PBS edit for an additional fee.
- Most word processing software allows you to count the number of words in your document. The standard for Web pages is not more than 1,200 words. More submitted content than the standard may result in additional charges.

Images

- Send images to PBS in either a digitized format or hard copy photos which we will scan and return.
- **Assign captions** for each image. If sending digitize images, save each image using the caption as the filename. If sending photos, affix the caption on the back of the photo using a Post-it Note. The filename/caption will correspond to the Web page name as indicated in the worksheet below.
- PBS includes 2 images per Web page. If you want more images per page, an additional fee will be charged based on the time it takes to prepare and embed to image.
- PBS may assist with creating specialized graphics for an additional fee. Speak with a PBS consultant.

PDFs

- Portable Document Format (PDF) documents may be linked to from the Web site. PBS includes an average of one PDF link per webpage. (Example: 6 pages = six links for the entire site)
- PDFs must be created and saved by you using filenames to describe the documents.

To follow is a worksheet for your use in preparing the content and images for your Web site. You may want to take the worksheet concept and expand it to a spreadsheet. Add additional rows as necessary. Whatever you choose, a worksheet must accompany the text and image files when you submit the documents as listed at the bottom of the Web Site Planning Worksheet.

Content Worksheet

Business Name _____

Contact Name _____

Phone _____

Email _____

PBS Consultant _____

| Web Page Title * | Text Filename | # of Words | Image Captions/PDFs |
|-------------------|---------------|------------|---------------------|
| Home | | | |
| What We Do | | | |
| Products/Services | | | |
| What's New | | | |
| Forms | | | |
| About Us | | | |
| Contact Us | | | |
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* This corresponds to the Web Site Organization Section of the Web Site Planning Worksheet. Add rows as necessary to accommodate the web pages for your site.