

WordPress Checklist: Initial Content

1 - Site Content

- ☐ Business name and brief description of your business.
- ☐ Site Categories - Your main service/product categories (3 - 10 categories)
- ☐ Home Page content. 800 – 1,200 words about your business or company, the problems you help to solve, benefits and features, etc.
- ☐ "About Us" page content
- ☐ Products/Services pages content.
- ☐ Images & artwork for content, product images, logos, banners, etc. Image format = .jpg, .png or .gif.
- ☐ Media files (e.g. videos, PDF files).
- ☐ Contact Details (business address, email addresses, telephone numbers, etc.)
- ☐ 3 - 10 initial articles/posts (saved in Word document or plain text file).
- ☐ Customer testimonials.
- ☐ List of all links and URLs (e.g. social media accounts, resources, affiliate links, etc).

2 - WordPress Theme (Site Design)

Select a WordPress Theme for your site.

Free WordPress Themes:

- <https://wordpress.org/themes/>

Premium WordPress Themes:

- **ThemeForest:** <http://wptrain.me/themes/themeforest>
- **WooThemes:** <http://wptrain.me/themes/woothemes>
- **StudioPress:** <http://wptrain.me/themes/studiopress>
- **SoloStream:** <http://wptrain.me/themes/solostream>

For more themes, see these tutorials:

- <http://wpcompendium.org/wordpress-themes/wordpress-themes-explained>
- <http://wpcompendium.org/wordpress-themes/where-to-find-the-best-wordpress-themes>
- <http://wpcompendium.org/wordpress-themes/wordpress-themes-for-e-commerce>

3 - Artwork

Have all artwork for your site (e.g. logos, banners, graphic buttons, newsletter report covers, etc.) ready for uploading to your server.

Ensure that your artwork meets correct specifications:

☐ Image format = *.jpg*, *.png* or *.gif*.

☐ Image Size: Check ...

- Content area width (you don't want your images to be wider than the page).
- Header image height and width
- Thumbnail image size (some themes create auto-thumbnails from post images)

☐ Image descriptions (for alt tags and image titles/descriptions)

☐ URLs (if linking link artwork to product pages, etc.).

If you need high quality, royalty-free professional stock images for your site, go here:

For a list of royalty-free and free images for your content, see this tutorial:

- <http://wpcompendium.org/wordpress-basics/where-to-find-free-and-royalty-free-images-for-your-wordpress-site>

If you need artwork creation services, you can try one of these online freelancing services:

- **Freelancer:** <http://wptrain.me/resources/freelancer>
- **Upwork:** <http://wptrain.me/resources/elance>
- **Fiverr** (hire people to do things for you for \$5): <http://fiverr.com>

4 - Social Media Links

☐ Facebook Account URL (e.g. Business Page, or Vanity URL)

☐ Twitter Account URL

☐ LinkedIn URL

☐ YouTube URL

☐ Google Plus URL

☐ Other (e.g. Pinterest)

5 - Optional Site Features

☐ Client Testimonials. If you would like to add testimonials, make sure you have images, text, client / company names of testimonial givers and links to destination URLs.

☐ Product / Promotion Banners. If you would like to feature rotating images or banners on your site, then you will need to create these and write down the destination URLs where you want visitors to be sent to.

Note: Please ensure that rotating banners are of identical dimensions.

Tip: Ensure that your vertical banners will fit into the sidebar of most WordPress themes. Use standard banner sizes, e.g.:

- Wide Skyscraper (160x600)
- Skyscraper (120x600)
- Square Button (125x125)
- Medium Square (200x200)
- Large Square (250x250)
- Rectangle (180x150)
- Medium Rectangle (300x250)
- Large Rectangle (360x280)
- Vertical Banner (120x240)
- Button 1 (120x90)
- Button 2 (120x60)
- Microbar (88x31)

☐ Video URLs and embed codes if you would like to add videos to page content.

☐ Resource Links of any sites you want to recommend to visitors (can include your own links, affiliate links, etc.)

☐ RSS Feeds – If you would like to add industry or company-related news feeds to your blog. (Tip: ideally the RSS feed will be of a website that you own, so visitors will click through to your own content). If you don't know what an RSS feed is, then go here: <http://en.wikipedia.org/wiki/RSS>
