# SiteBites content Template & Guidance for customers

**This template is designed for our customers, whether you are writing your own content
*or* providing us with a briefing for our copywriter.**

## Tips:

1. **Sitemap**
Include a sitemap (bullet list of pages, we’ve given you a start overleaf with some page examples)
2. **Pages**
	1. Start each new website page as a new page in the document; we’ve given you 3 to begin with to get you started
	2. Include, at the top of each page, the table we’ve created to tell us the title and focus search phrase
3. **Briefings**
	1. If you’re writing a briefing, a bullet list of *key* points for each page will suffice.
	2. Remember we may not be familiar with your specific industry so feel free to include notes, important terminology, and 'dos &amp; don'ts', where appropriate
4. **Images**If you want specific images on each page or with specific paragraphs, please either list the filenames you will send us (or iStockphoto.com IDs) or embed them in the document (then make sure you send us the image separately as we cannot extract images from Word documents)
5. **Video**Feel free to include links to video or audio files for us to include in your page or just for background info (please tell us which it is!)
6. **Focus Keywords (Search optimisation)**We recommend reading our support article on [Improving a site’s position on Google](https://studio.sitebites.com/hc/en-gb/articles/201870168), there’s a section on [choosing keywords](https://studio.sitebites.com/hc/en-gb/articles/201870168#choose-keywords) there to help you. You can find this by [clicking here](https://studio.sitebites.com/hc/en-gb/articles/201870168#choose-keywords).
7. **Writing points**
	1. Include things like interesting statistics or figures we can use to illustrate points graphically
	2. Break sections up into short paragraphs with headings and sub-headings to make long content digestible
	3. For a full set of [writing tips](https://studio.sitebites.com/hc/en-gb/articles/214186767-Copywriting-tips-for-websites), reading our [support article](https://studio.sitebites.com/hc/en-gb/articles/214186767-Copywriting-tips-for-websites) ([click here](https://studio.sitebites.com/hc/en-gb/articles/214186767-Copywriting-tips-for-websites))

## Site Map

*Below is an* ***example*** *list of website pages (site map), please update this according to the pages in this document.* ***You must have a Home page****, do not delete this.*

1. **Home page**
2. Services
	1. Service 1
	2. Service 2
3. Portfolios / Case Studies
	1. Example 1
	2. Example 2
4. About Us
5. Contact Us
6. News / Blog
7. Privacy Policy
8. Cookie Policy

*P.T.O.*

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| --- | --- |
| Page Title (display on the page) | What is the title to go at the top of the page? |
| Menu Title (if different) | What title should appear on the website menu? |
| Primary SEO Keyword/phrase | For what online searches (e.g. in Google) would you want this page to appear? What would people type into Google to find this page? |

Enter your content here.

|  |  |
| --- | --- |
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