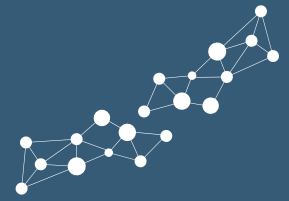


How to Create Your Content



Your **content is the most important part of your website**, and unless you hire a professional *writer, graphic designer, and photographer*, **you are responsible for creating it.**

While there are other steps you could do now, I suggest starting to **create your content first** because it tends to:

- Take the longest
- Be the cause of slowing down website builds

What Is Content?

Content is the words and media you put onto each of your web pages. Words include headings, subheadings, and normal paragraphs.

Media is mainly photos but includes your logo and favicon. For some people, it can also include:

- Videos
- Podcasts
- PDFs

Logo & Favicon Content

Your logo is a graphic symbol of your business brand. On websites, logos often appear in both the header and footer.



On the other hand, your favicon is a small icon that appears in the browser tab next to the website's title.



Sample Favicons

I recommend working with a [graphic designer](#) to create your logo and favicon. We can do that with you, or you are welcome to use a graphic designer of your choice.

A separate help sheet covers logos and favicons in more detail.

Words

You can write the words to be used on each page of your website yourself, which is the cheaper option. You can also hire someone to write for you (a [copywriter](#)).

Then, there is the in-between option where you draft the words and pay someone to edit them and make improvements. We can help you with any of these options.

A separate help sheet gives you more advice on writing the words for each of your pages.

Pictures

Pictures are the most common form of media used on a website. While there is a separate help sheet offering advice on pictures, here are my top 5 tips.

1. Use real photos when possible (I recommend hiring a [graphic designer](#)).
2. Use realistic and relevant stock photos (not those with exaggerated smiles and high-fives).
3. Make sure your images are clear, but at the same time, make sure they are an appropriate size (both physical size and file size kb)
4. Convert your images to WebP pictures (not .jpg or .png) or pay your designer to do it for you.
5. Organise your pictures into folders, with a separate folder for each of your web pages.

Other Media

Other media could include videos, PDF documents, and podcasts.

Videos

Videos your potential customers find **helpful**, enhance your website's impact on your business. Videos that users don't find helpful can hurt your business. So, choose your video content carefully (this applies to all your content).

Some quick tips:

1. Always consider your audience and how your video helps them
2. Consider helpful types of videos, including *how-to videos*, *customer testimonials* and *explainer videos*
3. Upload your videos to a video hosting service such as YouTube or Vimeo
4. Don't use autoplay unless it is critical
5. Add video transcripts

PDF Documents

A PDF document offers potential customers access to extra helpful information they can download and always view in its original form.

PDF documents can be used to:

- Share information about your products or services (e.g., a brochure or a menu)
- Provide helpful hints (e.g., this help sheet, case studies, eBooks)

Always [reduce the file size](#) of each of your PDF documents.

Action to Take Now

Read the tip sheets for each specific type of content and start creating it now. Do this whether paying someone to create it for you or creating it all yourself.