



# *New England WebArt*

Quality Affordable Website Design & Redesign

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## **Content Development Checklist (Short Form)**

Use this checklist to develop your content and to identify areas where you need help. The checklist is organized roughly from top to bottom of the webpage, but you don't need to complete the tasks in that order. It may make sense to rearrange the completion of the tasks, since developing an item halfway down the list may clarify the development of an item near the top of the list, etc. See the Long Form of this document for details on the individual tasks.

- Choose a domain name.
- Choose a title (meta-tag) for your site.
- Write a description (meta-tag) of what you intend to offer on your website.
- Compile a list of (meta-tag) keywords or phrases.
- Choose the name to be used in your banner.
- Write a 'tag-line' for your banner, if you'd like one.
- Plan your site navigation.
- Develop the main text of your site.
- Choose some images.
- Choose a color scheme.
- Decide how you'd like to be contacted (by visitors to your site).

Please enclose or attach this checklist, keyed to the requested items, when submitting the content for your site. For example, you might have a file titled "bodytext.doc" that contains the main text of your site. Please include the file name under the "Develop the main text of your site" line of this checklist and submit the file (and this checklist) as an attachment to an email or on a CD. Call (413-667-3346) or email ([info@newebart.com](mailto:info@newebart.com)) if you have any questions.