WEBSITE PROJECT GUIDE
LET'S GET STARTED

AirdrieWeb.ca
WEBSITES THAT WORK

INFO ABOUT YOUR BUSINESS

Before we get started on your website project, we'll need to collect some basic information about your business.

LOGIN DETAILS

Provide the login details for your online accounts:
- Domain name registration
- Website hosting plan
- Website admin access
- Google Business Profile

LOGO & BRANDING

Send a copy of your logo in hi-resolution format (for print/sign) e.g. JPG, PNG, PDF, AI, EPS; along with any company colors and brands and/or style guidelines.

ADMIN CONTACT

If you are planning to assign the administrative duties for this project to an employee or assistant, please provide their name and contact info. This person will act as a liaison point and should be able to follow written instructions and communicate by email.

BILLING CONTACT

Provide full contact information for your accounting or billing department, including physical location and/or mailing address.

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PREPARING YOUR CONTENT

Nobody knows your business better than you. That's why we ask you to provide written content along with recent photos, videos and/or other information about your business operations. If you don't have the content ready, let us know. We can help with copywriting and editing services, on-site photography, video production, and drone imaging services.

ABOUT YOUR BUSINESS

This is your opportunity to talk about your business:
- Tell the story of who you are and why you do what you do.
- Include your company history, mission statement, info about your facilities or operations, team/employee photos, safety info, training and certifications, memberships, trade associations, awards, testimonials and reviews.
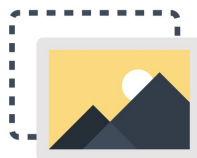
PRODUCTS & SERVICES

This page should be directed towards your customers:
- Identify their needs and provide solutions to their problems.
- Use photos, designs, labels, charts, diagrams, videos, and written descriptions of the products or services that you offer.

FEATURED CONTENT

Provide instructions for any special pages or features:
- Inquiry or quote forms
- Employment or careers page
- Catalogs or product listings
- Frequently asked questions
- Current promotions

KEYWORD RESEARCH

IDENTIFY KEYWORDS

In order to fully optimize your website for Google search, we need to identify the words that your customers would use if they were looking for a business like yours.
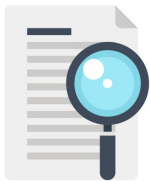
- Make a list of 10 to 20 keywords or keyword phrases.
- Start by listing your main products and/or services.
- It's important to include all the different words that your customers might use to refer to these items.
- You should also include words to identify the locations you serve. Depending on your business, this could be a local area or could include more than one province or country.

EXAMPLES

- For example, if you are looking for a plumber, you could say 'fix hot water tank' or 'replace boiler'.
- If you needed to find a mechanic to fix your car, you might search for 'vehicle repair' or 'auto service near me'.
- Or you might search for the service you need, for example, 'oil change' or 'brake service' or 'wheel alignment'.

MY LIST OF KEYWORDS >>>>>>>>

HOW TO SEND FILES

HOW TO SEND FILES FOR YOUR WEBSITE PROJECT:

- Most files can be emailed directly to: **support@airdrieweb.ca**
- If you are sending large files (over 10 MB) or sending a large number of photos, we recommend that you use a file transfer program, such as **sendspace.com** to send your files.
- You can upload a single file, such as a large photo or a copy of your logo design, or you can send multiple files at once. For example, you could upload a collection of photos for your website gallery.

FILE FORMATS:

- Send your **logo** in hi-resolution and/or vector format (AI/EPS/PDF/PNG)
- Send the **written content** for each page in MS-Word (doc/docx) or in an email.
- Send your **photos** in raw/hi-resolution JPG format. Do not resize your photos. We will edit, resize, and optimize all images for your website.
- If your **videos** have been uploaded to YouTube or Vimeo, you can simply send us the link/URL to the video.
- Please label your files clearly and send to **support@airdrieweb.ca**

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