

# Collecting content

## Client requirements starter checklist

## Business details

Name\*

Phone\*

Email\*

Business or Blog Name\*

Address\*

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## Technical details & credentials

URL

*The website url eg awesomesauce.com.au - If you haven't got one, you'll need to buy one. I suggest you go here to get it sorted: <https://ventraip.com.au/>*

**Domain Registrar login details\***

Provider:

Username:

Password:

*The login details for your domain/URL eg: Provider: [ventraip.com/login](https://ventraip.com/login)*

*Username: Awesome Client or [awesomeclient.com.au](https://awesomeclient.com.au)*

*Password: H0p3fu11y\$0m3th!ngH^RD*

### Google Analytics Login Details\*

Login email:

Password:

*The login details for your Google Analytics account. If you don't have them, I suggest you head over to Google Analytics.*

**PRO TIP:** Don't use your personal Gmail account. Create a new google account for your business or blog - you'll use this lots of places so best not to combine.

### Mailchimp Login Details

Login URL:

Username:

Password:

*The login details for your mailchimp account. If you don't have them, I suggest you head over to mailchimp.com. If you use a different email marketing provider, please pop the details above and we'll contact you if there's any dramas.*

### Instagram Login Details

Login:

Password:

*If you want your insta feed on your site, we need the login details for your Instagram account.*

## Content

### Your business, blog or service tag line\*

*This is shown in google search and should be less than 60 characters including your business name*

### Your business, blog or service Unique Selling Proposition\*

*This should be less than 160 characters and succinctly explain: Who you are, What you do and who you do it for*

### List the pages your website needs to include\*

### Upload your TEXT content for each page

*Clearly labeled / page*

*Text and doc files accepted only.*

*DO NOT include images*

*Formatting not necessary*

*zip files for multiple documents*

*Google docs can be shared with [hello@phasecreative.com.au](mailto:hello@phasecreative.com.au)*

### Your branding and/style guide

*If you have multiple files, please upload a .ZIP file containing branding files and style guide if you have one. Up to 10mb*

## **Colours and font information**

*If you know your fonts or colours, pop them in here.*

## **Contact details to appear on the website\***

*Include email addresses, phone numbers, hours of play and any ways your website visitors should get in touch with you.*

## **Your Social Media URLs\***

*Just the ones you want listed on the website eg: Facebook:*

*<https://www.facebook.com/Liveby5ive>*

## **Address if you want it listed on your website**

*We'll add this and a Google map on your contact page.*

If you're a local business with a physical address, this is important as it connects with your Google My Business page and assists google to find you in local searches.

## **Website Privacy policy and Terms of use**

*Yep. You need them. If you don't have anything, Legal Vision provide a perfect starting template for Australian websites: [legalvision.com.au/legal-documents](http://legalvision.com.au/legal-documents)*

## **Anything else you want to tell us?**

## Next Steps

We hope you've found this worksheet helpful. Refer to the blog post or training webinar that accompanies this worksheet for more detailed information on how to collect content from your website clients.