



Business content and communications checklist

If you are just starting in business, below is a list of essential content you need to market and communicate your value.

- 1) Domain name and hosting

Questions to consider: which gTLD (.com, .au, something else? Will you host large files yourself?)

- 2) Content Management System and eCommerce Platform

What CMS and eCommerce Platform will cater to your business? Do you need it to plug into a CRM?

- 3) Website design and layout

Look at similar websites you prefer and note down the elements that will work for your business.

- 4) Website content

How you communicate your value proposition and sell your products or services. Think of keywords you need to target, as well as long tail keywords (keyphrases.)

- 5) Taglines and Calls to Action

Essential to convert users into enquiries and customers.

- 6) Content strategy – newsletters, blog posts, social media

Lays out when to post your content, and where. Can be tailored to your sales cycle at certain busy periods.

- 7) Business centric social media – Google Places, LinkedIn, and Facebook for Business (for B2C)

All content for social media needs to be on message and fresh for each platform. It should also be updated regularly. Facebook posts are part of your overall content strategy.

- 8) Other social media and brand building – YouTube/Vimeo, Sensis and other business directories, Twitter

This requires polished content for each post and platform.

- 9) Your first month of eDMs and blog posts

As determined by your content strategy.

I Sell Words can help formulate and produce all types of content for your business. Ask about ISW's business packages to gain even more value.