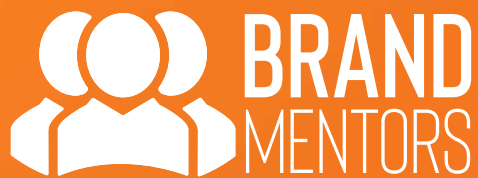


CONTENT GUIDE

**FOLLOW THIS GUIDE TO BUILD THE
CONTENT FOR YOUR WEBSITE**



WWW.BRANDMENTORS.COM

CONGRATULATIONS!!!

Congratulations! You did it! You made the decision to build your business online!

Use this PDF as a guide to help you come up w/ your content. You will receive a link to your individualized content guide. We wanted to set out the expectations so you know what is to come while we are working together.

The content guide will be coming from a program called Content Snare. Once you get in it will look like this!



Develop And Organize Your Brand

BUSINESS NAME

Naming your business is one of the most critical elements of your new brand. Your business name needs to sound good when it is said out loud. It should be easy to say, understand and remember.

Lean more towards using words that are specific to what you do rather than using generic words that need more explaining.

Other things you should consider when naming your business are spelling, pronunciation, word flow, and over-description, as they are all crucial factors in helping customers find and understand your business.

As we talked about before, be unique! Make your business name unique to the marketplace in your area and online.

Make a web diagram of services offered, nouns, verbs and name ideas.

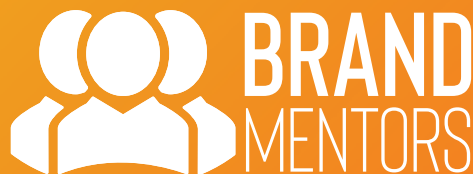
Use a Thesaurus to search for similar words that others may not be using.

Try combining words together to make a new word!

Check registered Trademarks to make sure your name is unique.

Check your name with registered online domain names.

LET'S GET STARTED



WWW.BRANDMENTORS.COM

TAB 1: ORGANIZE YOUR BRAND



WWW.BRANDMENTORS.COM

ORGANIZE YOUR BRAND

TASK 1: WHAT IS YOUR BUSINESS NAME:

Naming your business is one of the most critical elements of your new brand. Your business name needs to sound good when it is said out loud. It should be easy to say, understand and remember.

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Other things you should consider when naming your business are spelling, pronunciation, word flow, and over-description, as they are all crucial factors in helping customers find and understand your business.

Make your business name unique to the marketplace in your area and online.

- Make a web diagram of services offered, nouns, verbs and name ideas.
- Use a Thesaurus to search for similar words that others may not be using.
- Try combining words together to make a new word!
- Check registered Trademarks to make sure your name is unique.
- Check your name with registered online domain name

WRITE IN YOUR BUSINESS NAME

ORGANIZE YOUR BRAND

TASK 2: WHAT DOMAIN DO YOU WANT TO USE?

You want to make sure the name of your business is an available domain. Consistency across ALL digital platforms is key.

https://www.siteground.com/domain_names.php

Things to consider:

- You can add 'my' or 'the' before your desired domain name if its taken
- If you are regional try adding your county or city name. These are generally available.

Things to avoid:

- Try not to use Hyphens
- You cannot use periods or commas in your domain name
- Keep your domain name to FOUR words or less. The shorter the better!

WRITE IN YOUR DOMAIN NAME

ORGANIZE YOUR BRAND

TASK 3: SLOGAN

There are many elements to your brand that will express a message to your client and getting the message right is essential. In creating a slogan for your business we want to simplify your purpose into a short, catchy, memorable phrase.

To begin thinking through what your slogan should be, let's start by answering these questions.

1. What makes your business unique?
2. How do you distinguish yourself from your competition?
3. Why did you decide to start your business?
4. What do you hope to accomplish with your business?
5. If you could describe your business to a stranger in only five words, what would you say?

WRITE IN YOUR SLOGAN

ORGANIZE YOUR BRAND

TASK 4 & 5: LOGO AND OTHER LOGO VARIATIONS

Your professional business needs a professional logo. This can sometimes be overlooked as a luxury item for your business. Simply put, it is not. The quality of your logo can directly translate to a client as the quality of service to expect from your business. If you try to run with a poorly designed logo, you are asking your client to jump over a mental hurdle in order to trust you with whatever they are paying for.

Your logo should ideally be provided as a vector file (ai, eps, svg). If you cannot locate one like this, please send the largest file you have available. If you have multiple logo variations, please attach those to the next question.

If you are planning to start the process of designing a logo, Brand Mentors can help! To set up a logo consultation, follow this link: <http://www.scheduleyou.in/tAmUqm>

If you have other logo variations, you can attach those as well. Variations might include all-white, square, etc.

Please ensure that your image:

is at least 200px wide and 800px high
has a file size of less than 5MB

ORGANIZE YOUR BRAND

TASK 6: COLOR

Which colors on the spectrum speak to you personally? Not sure?

Try starting from here: Are you drawn to warmer colors or cooler colors?

COOL COLORS



WARM COLORS



Is it both? Not a problem! The dominant color in your logo will either be warm or cool. Once you have chosen that color, many logos and other branding platforms use a “pop” of color that normally comes from the opposite end of the spectrum. Therefore, you are able to choose one of each!

Once you have chosen your dominant and supporting colors, try googling the colors to see all the different shades and hues they come in. Some people are drawn to vibrant colors, while others are drawn to more muted colors.

After you have found your color “swatches” on Google, right click on them one by one and press **Save Image**. You will want to save it in the Logo subfolder you created at the beginning of this guide.

WRITE IN COLOR 1

WRITE IN COLOR 2

WRITE IN COLOR 3

ORGANIZE YOUR BRAND

TASK 7 & 8: COMPANY ICON AND IMAGES

ICONS

Is there an industry related icon that you would like on your site? Search through the icon selector to pick one that best represents your business.

COMPANY IMAGES

Images are a large part of your brand. Having the right images can help make your brand feel more consistent. Take some time and look through some of the following resources to find images.

Free:

www.pexels.com

www.unsplash.com

Paid:

www.adobestock.com

www.istockphoto.com

WE CAN HELP

If you are planning to start the process of designing a logo, Brand Mentors can help!

To set up a logo consultation, follow the link below:

<http://www.scheduleyou.in/tAmUqm>

TAB 2: HOME PAGE



WWW.BRANDMENTORS.COM

HOME PAGE

This is arguably the most important part of your entire website. You have about 3 seconds to capture a visitor's attention, and this is where that happens.

The combination of the headline, subheadline and image will show visitors what you can do for them, and instill a feeling of confidence in you.

TASK 1: MAIN HOME PAGE IMAGE

Please ensure that your uploaded image:

is at least 1920px wide and 1080px high
has a file size of less than 5MB

LIST OUT PHOTO IDEAS YOU COULD USE

HOME PAGE

TASK 2: INTRODUCTION SENTENCE

Other than the background image, this is the first thing visitors will see when they come to your site. That means it needs to be well thought out. Don't rush this!

It should be short and attention grabbing. Aim for 6-12 words. No fluff.

Tell the visitor what benefit they'll get from working with you in as few words as possible, without being vague.

WRITE YOUR INTRODUCTION SENTENCE HERE

TASK 3: SUB-HEADLINE

Here you can expand on your headline. It can be a little longer, but doesn't have to be.

The aim is to draw them in deeper and really emphasize the benefits of what you have to offer.

Zero in on a common pain point for your target audience. Avoid jargon and don't just talk about yourself/your business.

WRITE YOUR SUB-HEADLINE SENTENCE HERE

HOME PAGE

TASK 4: MISSION STATEMENT

Under the services section on your homepage, there is a space for your company's mission statement. Your mission statement is another way to convey your story to your clients. It should be about 1-2 sentences that clearly explains who you are as a company, the quality of service you wish to provide and/or anything that would describe the heartbeat of why you do what you do. Basically talk about what your company stands for in a precise way.

If you are wondering why we skipped over the services section, don't worry! We'll get to that in the next couple of days where we will spend quality time going over your services.

WRITE YOUR MISSION STATEMENT HERE

HOME PAGE

TASK 5: 1-2 HIGH RESOLUTION IMAGES

These images will be used as options for the background of your mission statement. Try to not have any images with people in them. This space is not very tall and will most likely crop people at an off point. Stick to products, objects, or a themed textured background that best represents the type of industry your business is in.

Please ensure that your uploaded image:

is at least 1920px wide and 1080px high
has a file size of less than 5MB

LIST OUT PHOTO IDEAS YOU COULD USE

TASK 6: QUOTE/TESTIMONIAL

Do you have a quote that your business is built on or led by? Do you have a raving testimony that you wish to display to potential clients? This is the place for it! Write your quote or testimony here.

The last section on your homepage is your footer. This will be at the bottom of every web page. We will look to complete this when we work on your Contact page. Till then, you are done with your homepage! Congratulations!

WRITE NAMES OF POSSIBLE TESTIMONIALS

TAB 3: ABOUT PAGE



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ABOUT

TASK 1: MAIN ABOUT IMAGE

Choose an image that shows either:

A finished product of the quality of service you provide

You as the business owner

Your team

An industry related image

Please ensure that your uploaded image:

is at least 1920px wide and 1080px high

has a file size of less than 5MB

LIST OUT PHOTO IDEAS YOU COULD USE

TASK 2: MAIN HEADLINE (ON HEADER IMAGE)

You may choose the headline to say:

About

About Us

Meet The Team

Our Team

Meet "Your Name"

WRITE OUT YOUR MAIN HEADLINE

ABOUT

TASK 3: ABOUT US IMAGE

Depending if you are showcasing your team or just you as the business owner, choose an image that best displays you or your team as business professionals. Upload a high resolution headshot or team photo. Do not use selfies.

Please ensure that your uploaded image:

is at least 600px wide and 600px high
has a file size of less than 5MB

LIST OUT PHOTO IDEAS YOU COULD USE

TASK 4: QUOTE FROM YOU

Add a personalized quote from you to the client that let's them know more about your story.

WRITE YOUR QUOTE HERE

TAB 4: PRODUCTS & SERVICES



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PRODUCTS/SERVICES

TASK 1: PRODUCTS AND SERVICES HEADER IMAGE

This area is designed to help you think through your programs/services. You may have 1 or 3. You may leave fields empty if you don't have a service to fill in.

Choose a high resolution image that shows either:

A finished product of the quality of service you provide
Your products professionally staged
An industry related image
Please ensure that your uploaded image:

is at least 1920px wide and 1080px high
has a file size of less than 5MB

LIST OUT PHOTO IDEAS YOU COULD USE

TASK 2: MAIN HEADLINE (ON HEADER IMAGE)

You may choose to have your main headline say:

Services
Our Services
My Services
What We Do

WRITE YOUR HEADLINE ABOVE

PRODUCTS/SERVICES

TASK 3: SERVICE 1 TITLE

Name of the first service or product you provide

SERVICE 1 TITLE

TASK 4: SERVICE 1 SUMMARY

This section should do several things.

1. Talk about a pain/want or desire that this service will remedy for your client
2. Clearly describe what this service entails
3. Leave your client with a clear understanding of what to expect when paying for this service or product

WRITE YOUR SERVICE 1 SUMMARY HERE

PRODUCTS/SERVICES

TASK 5: SERVICE 1 IMAGE

Choose a high resolution image that best communicates to the client the service you provide as well as the quality of your products or work.

Please ensure that your uploaded image:

is at least 600px wide and 600px high
has a file size of less than 5MB

LIST OUT PHOTO IDEAS YOU COULD USE

TASK 6: SERVICE 1 DETAILS

You may insert any additional information regarding this service.

Pricing Packages - Hourly Rates - Etc.

WRITE SERVICE 1 DETAILS HERE

PRODUCTS/SERVICES

TASK 7: SERVICE 2 TITLE

Name of the first service or product you provide

SERVICE 2 TITLE

TASK 8: SERVICE 2 SUMMARY

This section should do several things.

1. Talk about a pain/want or desire that this service will remedy for your client
2. Clearly describe what this service entails
3. Leave your client with a clear understanding of what to expect when paying for this service or product

WRITE YOUR SERVICE 2 SUMMARY HERE

PRODUCTS/SERVICES

TASK 9: SERVICE 2 IMAGE

Choose a high resolution image that best communicates to the client the service you provide as well as the quality of your products or work.

Please ensure that your uploaded image:

is at least 600px wide and 600px high
has a file size of less than 5MB

LIST OUT PHOTO IDEAS YOU COULD USE

TASK 10: SERVICE 2 DETAILS

You may insert any additional information regarding this service.

Pricing Packages - Hourly Rates - Etc.

WRITE SERVICE 2 DETAILS HERE

PRODUCTS/SERVICES

TASK 11: SERVICE 3 TITLE

Name of the first service or product you provide

SERVICE 3 TITLE

TASK 12: SERVICE 1 SUMMARY

This section should do several things.

1. Talk about a pain/want or desire that this service will remedy for your client
2. Clearly describe what this service entails
3. Leave your client with a clear understanding of what to expect when paying for this service or product

WRITE YOUR SERVICE 3 SUMMARY HERE

PRODUCTS/SERVICES

TASK 13: SERVICE 3 IMAGE

Choose a high resolution image that best communicates to the client the service you provide as well as the quality of your products or work.

Please ensure that your uploaded image:

is at least 600px wide and 600px high
has a file size of less than 5MB

LIST OUT PHOTO IDEAS YOU COULD USE

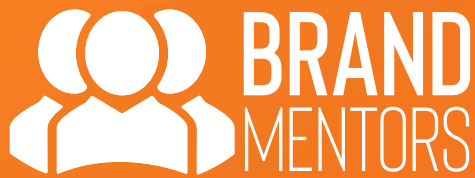
TASK 14: SERVICE 3 DETAILS

You may insert any additional information regarding this service.

Pricing Packages - Hourly Rates - Etc.

WRITE SERVICE 3 DETAILS HERE

TAB 5: CONTACT PAGE



WWW.BRANDMENTORS.COM

CONTACT DETAILS

TASK 1: HEADER IMAGE

Choose a high resolution image that shows either:

A finished product of the quality of service you provide

Your products professionally staged

An industry related image

You as the business owner

Your team

Please ensure that your uploaded image:

is at least 1920px wide and 1080px high

has a file size of less than 5MB

LIST OUT PHOTO IDEAS YOU COULD USE

TASK 2: OPENING SENTENCE

This is where you get to express any and all of the following in 1-2 short sentences:

How your client can get in touch with you

How long it will take for you to respond to their message

Your excitement to connect with them

Your excitement to work with them

WRITE YOUR OPENING SENTENCE HERE

CONTACT DETAILS

TASK 4 & 5: EMAIL ADDRESSES

Primary email for the company. This may be displayed in prominent locations and it is also where the website contact form emails will be sent.

The other emails you want listed on your contact page, one per line. e.g.
Office Manager: me@example.com Inquiries: info@example.com

EMAIL ADDRESS

2ND EMAIL ADDRESS

TASK 5 & 6 PHONE NUMBERS

For use on the footer, contact page or other prominent areas (only if wanted)

Secondary phone numbers you want listed on your contact page. e.g. Head Office: 415 1231 231 Sales: 415 1231 123 (Only if Wanted)

PRIMARY PHONE NUMBER

SECONDARY PHONE NUMBER

CONTACT DETAILS

TASK 7: SOCIAL MEDIA LINKS

Fill out as many or few as you like, e.g. Facebook, Twitter, LinkedIn, Instagram, Pinterest, Other. This will be used on your contact page as well as your footer.

Please use the following example to help you submit your links properly. Replace "brandmentors" with your URL that you've made on your social platforms

<http://www.facebook.com/brandmentors>

<http://www.instagram.com/brandmentors>

FACEBOOK LINK

INSTAGRAM LINK

TWITTER LINK

PINTEREST LINK

YOUTUBE LINK

OTHER LINKS:

CONTACT DETAILS

TASK 8 & 9: ADDRESS & MAP

The address you want listed on your contact page. Indicate your primary address, e.g. Head Office: 34 Test Street, Cowsville, AT, 12345 (PRIMARY)
(Only if wanted)

Some business want a Google Map on their website. If you want a Google Map please include the address to your office (if different than above)

STREET

CITY - STATE - ZIP

TASK 10 & 11: AREAS SERVICED & BUSINESS NUMBER

If you service multiple areas or suburbs, list them here. Some businesses need to showcase a business license number or membership number. You may enter that information here. You will know if your business meets the requirement.

AREAS SERVICED

BUSINESS LICENSE #

CONTACT DETAILS

TASK 12: CONTACT FORM

Circle all fields that people should be required to enter when filling out your contact form

MESSAGE

PHONE

EMAIL

NAME

TASK 13: THANK YOU MESSAGE

What message to display when someone sends you a message. The default will be used if not provided.

WRITE THANK YOU MESSAGE

TASK 14: ADDITIONAL CONTENT FOR CONTACT PAGE

Anything you want to say on your contact page

ADDITIONAL CONTENT FOR CONTACT PAGE

SUPPORT

You have made it through your content guide! Remember, to enter this information into the online content guide you received via email.

Throughout the process the best way to communicate with Brand Mentors is to go to brandmentors.com/support. There you will find video tutorials to help you with any "How To" questions regarding your website as well as a Support Ticket Form at the bottom.

IF YOU HAVEN'T ALREADY FOLLOW US ON SOCIAL MEDIA:

@BRANDMENTORS

FACEBOOK



INSTAGRAM



PINTEREST

