CLIENT RESOURCES: CREATING & ORGANIZING YOUR CONTENT FILES

FOLDER & PAGES

Create a folder for every page that will be on your new site: Home, About, Contact...etc. (including your blog or portfolio pages).

1. Within **each folder**, include a **Word Doc** file with all the page content or text you want included on that page.
Ex: About page folder include a document with your bio, any testimonials you want included and links to external areas such as other site pages, contact pages, or social platforms.

2. **Within each folder, be sure to include any images or graphics you want included on that particular page**.
Ex: About page folder also includes any headshots of your-self, about you photos or other images you want included on that page.

SUB FOLDERS & INTERNAL PAGES

If a page serves as a gateway page to other internal pages, ex: "Work with me" or "Services" pages that then lead to other more specific pages; include sub-page folders inside the primary folder. Ex: "Work With Me" folder might have 3 sub folders that lead to your 3 primary services pages.

If a page promotes a product or service that will then lead to a product/service page, include a folder for that product/service inside that sub folder. Ex: Work With Me > Branding + Logo Design > Full Brand Design. That's 3 folders inside each one to show the user flow through the site

NAVIGATION & HIERARCHY

Number each of your primary folders starting with "01" "02" "03" etc... so that we know what order you'd like your main site pages to fall. This is not permanent and can be changed during the build, but is good to have a starting reference point. This also helps us know what you'd like to title your primary pages: ex: "About" v.s. "About Us"

EXAMPLE PRIMARY FOLDERS:
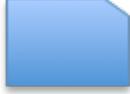
YOUR COMPANY NAME HERE -
Or your website's name

- **01 Home-**
Primary Navigation Page

-**02 About**
Primary Navigation Page

-**03 Services/**
Primary Navigation Page

-**04 Portfolio/ Gallery**
Primary Navigation Page

-**05 Contact**
Primary Navigation Page

E-COMMERCE FOLDERS

MAIN PRODUCT CATEGORY NAME HERE
-SHOP NAVIGATION Ex: Accessories

- **01 SUB-PRODUCT CATEGROTY**
SHOP Navigation Page - Ex: Belts-Hats

SEND FILES VIA **Dropbox**

Instructions:
1. Create a New Folder and Name it with Company Name
2. Copy files in the folder
3. Select Folder – Right Click – Compress Folder into a .Zip
4. Click Dropbox logo on the footer area on our website to send files and create a dropbox account if you don't have one already. Then Share folder to:
create@ariambusinessconsulting.com