

# WEBSITE GUIDELINES FOR CONTENT CREATORS

## HOME PAGE

- **Hero Section:**

A compelling header with a creative tagline that captures the essence of the content creator's brand. Use action-oriented language and relevant keywords such as "Content Creator," "Digital Artistry," "Engaging Stories," etc.

- **About Me/Us:**

A brief introduction highlighting the creator's unique selling points and skills. Incorporate keywords like "professional content creator," "creative services," and "portfolio."

- **Latest Projects/  
Featured Content:**

Showcase recent works or featured content. Use rich media formats (images, videos) and include alt text for images with descriptive keywords.

## PORTFOLIO

- **Portfolio Overview:**

An introduction to the portfolio section, emphasizing the diversity and quality of the work.

- **Gallery/Project Listings:**

Organized display of projects with clickable content leading to detailed project pages. Tag projects with relevant keywords like "video editing," "graphic design," "photography," etc.



## SERVICES

- **Service Overview:**

Highlight the range of services offered, from content creation to consultation.

- **Detailed Service Pages:**

Each service has its own page with detailed descriptions, incorporating long-tail keywords specific to those services, like "custom video production services" or "digital content strategy consulting."

## CONTACT

- **Contact Form:**

Easy-to-use contact form for inquiries, with fields for name, email, and message.

- **Social Media Links:**

Direct links to social media profiles, encouraging further engagement.

- **Newsletter Sign-Up:**

Option to subscribe to a newsletter for updates, special offers, etc.

## BLOG

- **Blog Introduction:**

Stress the value the blog provides to readers, whether it's tips, insights, or industry news.

- **Blog Posts:**

Feature regularly updated posts with engaging topics relevant to the content creation industry. Utilize SEO best practices such as keyword-rich titles, meta descriptions, and internal linking.

## FOOTER

- **Quick Links:**

Navigation links to important sections of the website.

- **Legal:**

Privacy policy, terms of service, etc.

- **Copyright Notice:**

Year and content creator's name/business.

# SEO OPTIMIZATION

## BEST PRACTICES

- **Keywords:**

Research and integrate relevant keywords naturally throughout the site. Focus on keywords that potential clients might use to find services like yours.

- **Natural Usage:**

Keywords should fit naturally into sentences without affecting readability.

- **Local SEO:**

If applicable, include location-based keywords to attract local searches.

- **Avoid Keyword Stuffing:**

Ensure the content reads naturally and doesn't force keywords inappropriately.

- **Alt Text for Images**

Describe images using relevant keywords for better SEO.

- **Long-Tail Keywords:**

Incorporate long-tail keywords, which are longer and more specific phrases likely to be used by someone closer to the point of purchase or when using voice search.

- **Mobile Optimization:**

Ensure the template is responsive and mobile-friendly, as mobile compatibility is crucial for SEO.

- **Loading Speed:**

Optimize images and structure for quick loading times to improve user experience and SEO rankings.

- **Meta Descriptions:**

Write compelling meta descriptions for each page, incorporating target keywords.

- **Long-Tail Keywords:**

Regularly update the website with high-quality, original content that provides value to your audience. This boosts SEO and engagement.