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| Word Doc Header-01.png |
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| |  |  |  | | --- | --- | --- | | UpBound Logo_Primary-FLAT-WHT.png  Website Text Content Workbook | |  | | --- | | **Business Name**  Business Contact, Position  MONTH 20XX |   ***The Purpose of this Workbook:***  *This workbook helps you organise the basic content you need to get your website up and running. You should plan to add content to your site regularly to help it grow - Google loves websites that offer regularly updated content, and so do you clients. This is about creating just enough content to get your target market curious enough to get in touch and find out more.*  ***Let’s get started.*** |   **UpBound.com.au**  getstarted@upbound.com.au | 02 6551 3290 | 224 Victoria Street (PO Box 918), Taree NSW 2430 |

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| About Us What ideas brought this business to be established? Was it built on an existing passion? Did you notice your industry was lacking something you could bring to the table, or maybe you were sick of ‘the way things have always been done’? |
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| Blogging For your blog, we will need an initial article to get it started, as well as to show you how to contribute to it with screenshots & walk throughs. Please enter your initial blog text in the table below. | |
| Content | **Final Text (F) or Draft Only (D)** |
| Insert article here: | F / D |
| Do you want website visitors to be able to ‘**Like**’ your blog? | Y / N |
| Do you want website visitors to be able to ‘**Comment**’ on your blog? | Y / N |
| Do you want website visitors to be able to ‘**Share**’ your blog? | Y / N |

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| Case Studies Similarly to a blog, we will need an initial case study to get started, as well as to show you how to contribute to it with screenshots & walk throughs. Please enter your initial case study in the table below. | |
| Content | **Final Text (F) or Draft Only (D)** |
| Insert article here: | F / D |
| Do you want website visitors to be able to ‘**Like**’ your case studies? | Y / N |
| Do you want website visitors to be able to ‘**Comment**’ on your case studies? | Y / N |
| Do you want website visitors to be able to ‘**Share**’ your case studies? | Y / N |

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| Contact Details You may have already covered this in the **Brand Breakdown Workbook**: if so, feel free to copy & paste your answers here, or leave it blank if you have submitted them to us in another document. | |
| Business Name: |  |
| Industry/Field: |  |
| Website URL: |  |
| Social Media Accounts: |  |
| Contact Phone: |  |
| Physical Address: |  |
| Mailing Address: |  |
| General Enquiries email address: |  |
| ABN/ACN: |  |
| Any Licence Numbers: |  |
| Any other important details relating to contacting your business, or legally performing your services: |  |

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| Events Calendar | | | | | | |
| Title | Description | Date | Time | Location | Ticket Price | Link to Purchase |
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| FAQs These are a great way of answering some common questions your clients have, as well as helping you rank in Google search results for searches using these words. Try to come up with 5 and don’t worry about being too obvious - often, when we’re inside the bubble of our own business, we forget that the things that seem obvious to us are new to our clients. | | |
|  | Questions | Answers |
| 1. |  |  |
| 2. |  |  |
| 3. |  |  |
| 4. |  |  |
| 5. |  |  |

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| --- | --- | --- |
| Food & Beverage Menus Copy & paste or type the details you would like to have appear in each of these areas. You can add more rows for additional content. (Right click in the table and select insert rows). If you have an existing PDF of your menu, please email to [getstarted@upbound.com.au](mailto:getstarted@upbound.com.au) | | |
| Menu Item | Description | Price |
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| Individual Team Biographies Copy & paste or type the details you would like to have appear in each of these areas. You can add finished text or dot points you would like us to expand upon for you. You can add more rows for additional content. (Right click in the table and select insert rows) | | | | |
| Team Member Name | Qualifications | Job Title | Biography Text | **Final Text (F) or Draft Only (D)** |
|  |  |  |  | F / D |
|  |  |  |  | F / D |
|  |  |  |  | F / D |

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| Online Enquiry Form What details do you need from website visitors to contact them (i.e. name, phone, email, etc.) and answer their questions (details relating to services they might want, budgets, time frames, symptoms, etc). List the questions you want to ask through your form, but remember: don’t ask so many that it becomes a deterrent for them getting in touch. Try to ask no more than 7-10 questions, including their personal & contact details. |
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| Our Process / Working With Us Often clients will have a misconception about how hard it is to engage with our services. A great way to combat this is to offer a step-by-step explanation of how you will provide your goods or services. Outline the steps of your most general products/services below. You can add more rows if necessary. | |
|  | Description |
| 1. |  |
| 2. |  |
| 3. |  |
| 4. |  |
| 5. |  |

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| Privacy Policy / Terms of Use Do you already have a Privacy Policy or Terms of Use Statement? If so, please copy & paste it into the box below. If not, we have a generic Privacy Policy template we can use for you. **Please be aware that you are solely responsible for your Privacy Policy and its application in your business.** |
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| Products & Services Copy & paste or type the details you would like to have appear in each of these areas. You can add more rows for additional content. (Right click in the table and select insert rows). If you have an existing PDF of your products & services with this content included, please email to [getstarted@upbound.com.au](mailto:getstarted@upbound.com.au) | | |
| Product/Service Title | Description | Price |
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| --- | --- |
| Testimonials Copy & paste or type the details you would like to have appear in each of these areas. You can add finished text or dot points you would like us to expand upon for you. You can add more rows for additional content. (Right click in the table and select insert rows) | |
| Testimonial | Client Name |
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### Phew - you made it to the finish line!

#### You’ve just compiled all the initial text content needed to press GO on your website. This is often the hardest part for the client, requiring the most amount of heavy lifting - nice work.

You’re now ready to present this document to a website designer/developer - like UpBound - giving them everything they need to get your website content underway.