

# Example Client Content Doc

## Read Me

For more information on how to fill out this document, please read this article about [writing great website content that matches website wireframes](#).

## Key

- **Pink = Informational and structural content.**
  - Basically anything that is helping to guide the content doc. This includes name of pages, name of sections, and general information such as tips and tricks. Nothing in pink will actually go onto the website.
- **Black = Confirmed website content**
  - An indication that the content is ready to go either into the website designs or into the development environment.
- **Red = Needs content**
  - This could be placeholder text like lorem ipsum, or could be work in progress content that still needs to be refined or confirmed before it is made black.
- **Blue = Call to action (CTA's)**
  - Links or buttons that connect to other places on the website or externally
- **Purple = Content updated**
  - We usually use green later in the content development process. Any changes made to black content after it has been uploaded into the designs or development should be highlighted in green. This will help the Psychoactive team to quickly identify which content needs updating. If you don't update it in green, it will be impossible to know if you have changed a word or a sentence. Once we have updated content highlighted in green onto the designs or development environment we will change it back to black to indicate it is up to date.

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## Meta description

A meta-description tag generally informs and interests users with a short, relevant summary of what a particular page is about. They are like a pitch that convinces the user that the page is exactly what they're looking for. It will show up when the user searches for your company in search engines like Google.

- Keep your meta description title length between 20 - 50 characters.
- For your meta description paragraph length, keep it between 150 -160 characters.

The meta descriptions you write here will inform the direction and key words you use throughout the content of each page. So we always recommend writing meta descriptions first. It will make writing each pages content easier, and ensure it stays focused.

- **Homepage**
    - **Name of company | tagline | location**
    - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam eget scelerisque leo. Sed maximus maximus enim. Quisque sed ligula mi. Nullam ultricies leo
  - **About**
    - **About name of company | something special about us**
    - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam eget scelerisque leo. Sed maximus maximus enim. Quisque sed ligula mi. Nullam ultricies leo
  - **Services**
    - **About name of company | something special about us**
    - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam eget scelerisque leo. Sed maximus maximus enim. Quisque sed ligula mi. Nullam ultricies leo
  - **Work**
    - **About name of company | something special about us**
    - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam eget scelerisque leo. Sed maximus maximus enim. Quisque sed ligula mi. Nullam ultricies leo
  - **Contact**
    - **About name of company | something special about us**
    - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam eget scelerisque leo. Sed maximus maximus enim. Quisque sed ligula mi. Nullam ultricies leo
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## Homepage

### Hero

The information in the hero should give the user a clear understanding of what to expect from this website. Some key points to summarise here are your services, value proposition and location (if relevant). Remember, you can use the homepage meta description of the hero content.

### A short high impact heading

A sentence or two describing the company's mission and services

[Learn More > Scroll to ID](#)

[Get In touch > Contact page](#)

## About

**This is an example of a confirmed heading. We know this because it's black**

Quisque pellentesque tempus sapien ac maximus. Donec id quam a nibh vulputate vehicula lobortis vel risus. Nullam ut nulla lorem. Quisque maximus egestas eros. Quisque nec viverra turpis. Quisque varius ultricies ligula, eget aliquet diam. Aliquam vitae suscipit erat.

[Learn More > About page](#)

## Services

**In volutpat efficitur porttitor.**

Quisque pellentesque tempus sapien ac maximus. Donec id quam a nibh vulputate vehicula lobortis vel risus. Nullam ut nulla lorem. Quisque maximus egestas eros. Quisque nec viverra turpis. Quisque varius ultricies ligula, eget aliquet diam. Aliquam vitae suscipit erat.\

1. Service 1
  - a. Subservice 1
  - b. Subservice 2
  - c. Subservice 3
2. Service 2
  - a. Subservice 1
  - b. Subservice 2
  - c. Subservice 3
3. Service 3
  - a. Subservice 1
  - b. Subservice 2
  - c. Subservice 3

[Learn More > services page](#)

## Work

**In volutpat efficitur porttitor.**

Quisque pellentesque tempus sapien ac maximus. Donec id quam a nibh vulputate vehicula lobortis vel risus. Nullam ut nulla lorem. Quisque maximus egestas eros. Quisque nec viverra turpis. Quisque varius ultricies ligula, eget aliquet diam. Aliquam vitae suscipit erat.

[Learn More > Work page](#)

## Client Logos

- Name of client 1
- Name of client 2
- Name of client 3

## Client testimonials

- Name of client's organisation
  - Name of person
  - Their role
  - "Ivamus pellentesque mauris sit amet ipsum ultrices, non semper lorem blandit. Proin ut fringilla nibh, a cursus orci."
- ivamus pellentesque mauris sit amet ipsum ultrices, non semper lorem blandit. Proin ut fringilla nibh, a cursus orci.

## Impact

**Ready to get started?**

[Start your journey now > Contact page](#)