

New Website Page Content (Copy and Photo) Sharing

All website pages should include the following content:

Copy

- SEO Title
- SEO Description
- Page Title
- Headings and when possible bullet-ed lists to break up multiple paragraphs of content
- Copy to support the primary message, goals and CTA's of the page
- In the copy add the file name of any images you are providing that should be associated with specific sections of copy

Copy Document Formatting and Sharing

New copy for website pages can be shared with the web team using Box or Google Drive. Copy suggestions should be format in one of three ways:

- Includes all the copy on the website page with a note stating all copy should be replaced
- Includes all the copy on the website page with changes highlighted. This indicates minor changes.
- Only the sections of the website page that have changed. Do not include anything that has not changed.

Photo Sharing

New photos for website pages can be shared with the web team using Box or Google Drive.

- Always provide the web team with the original photos.
- Photos provided to the web team **should not** be cropped or re-sized in any way.
- Share your photos in the same folder structure that you are sharing your copy (e.g. Page Name > Copy | Photos)
- [Photography Requirements and Resources](#)

Related articles

- [Brand and Insights iContact Client Folder Settings](#)
- [Strategic Human Resources and Management iContact Client Folder Settings](#)
- [Risk and Insurance iContact Client Folder Settings](#)
- [How-to use the Sitecore Email Builder](#)
- [Training: Media Library, Image Re-sizing and Optimization](#)