



# Uganda's #1 Web-Design Agency

A Professional Service by **GA Arymic Company Ltd.**

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## Website Content Creation Guide

### 1 Sharing Instructions:

Kindly provide the following content as soon as possible for use in development of your website:

- The content should be in formats MS Word/PDF, pictures (jpeg or png) and video (mp4) where possible.
- Only provide content which you are comfortable being published on the website
- The content may be sent by email to [info@256web.design](mailto:info@256web.design)
- You may share any pictures that you have received through WhatsApp on your correspondence WhatsApp group. We prefer to receive pictures by email to prevent them being compressed.
- Please upload any content larger than 10MB to Google Drive and share the link.

### 2 Follow these instructions, and then you can ignore everything else!

Imagine you were going to make a presentation to an audience of 1 million potential customers.

You are only allowed 15 minutes to deliver your presentation.

1. Decide a Purpose for the presentation – This will be the purpose of the Website.
2. Make an Outline of the Presentation. – This gives the Main Pages of the Website.
3. Develop the content for the slides of the presentation. – This gives the content for the pages of the website.
4. What pictures would you use for the slide? – This gives the main picture of each page.
5. What do you want the audience to do after listening to your presentation? – This gives the “Call to Action” of the website.
6. What contact details would you share? – This is what we will put on the contact us page.
7. What products and services would you highlight? – These will be the featured products and services of the website.

The rest of this document just delves into more details of the above steps. If you have done the above, you may ignore the rest of the document.

### 3 Target Audience:

The first and most important step in developing content is identifying the “Target Audience”.

To describe your Target Audience, do the following:

1. Define the audience's demographic characteristics: This can include things like age, gender, education level, income, and geographic location.
2. Identify the audience's goals and motivations: What do they hope to achieve by visiting the website? What are their interests and priorities?
3. Visualize your ideal customer: Give the customer a name and create a visual representation. Giving the customer a name and creating a visual representation (such as a photo or illustration) can help bring the customer to life and make it easier to refer to when designing and testing the website.

Everything you create/do on the website will then be done for this imaginary customer who represents your target audience.

#### **4 Content Creation Instructions:**

Your website should provide visitors with a sense of who you are, what you do, and what makes you unique.

Start by gathering all of the relevant information about your company, including its history, mission and values, products or services, and team members. You may also want to include any awards or accolades your company has received, as well as any partnerships or collaborations.

Use the information you have gathered to create the following content:

- A. About Us: This could be paragraphs that provides an overview of your company. Also include the following:
  - i. Mission Statement:
  - ii. Vision Statement:
  - iii. Values Statement:
- B. History/Background: This section could provide a timeline of your company's history, highlighting key milestones and achievements.
- C. Products or services: This section could provide an overview of the products or services that your company offers. You might include information on any unique features or benefits that your products or services offer.
- D. Team: This section could include profiles of your team members, including their roles within the company and their backgrounds.
- E. Culture: This section could provide information on your company's values and culture, and how these shape the way you do business.
- F. Partnerships or collaborations: If your company has partnerships or collaborations with other organizations, you might include a section that highlights these relationships.
- G. Awards or accolades: If your company has received any awards or accolades, you might include a section that lists and describes these achievements.

- H. “Why Us”: The "Why Us" page is an opportunity to highlight the unique benefits and value that your company provides to customers. It should convince visitors that your company is the best choice for their needs.
- I. Customer Testimonials: Including testimonials from satisfied customers can be a powerful way to convince visitors that your company is worth choosing. Consider including quotes and reviews from customers that highlight the benefits of working with your company.

## 5 Additional Information

Your experience in the industry gives you unique insight into the needs and interests of the audience. We want to ensure that the website provides value to the users and meets their expectations. If you have any additional information or perspective that you think would be relevant for the website's audience, please share it as well.