

Website Content Checklist

Approach content creation like a strategist:

- Share the brand strategy document with all writers and discuss what it means for the firm's written content
- This is your chance to be found by Google

Create a content inventory

- Map content from the existing website to the sitemap of the new website
- Identify missing content
- Identify existing content that **must** be rewritten
- Assign deadlines and writers for each piece of content

If you can't rewrite everything that you would like to:

- Use web stats or a business case to help your attorneys set priorities
- Propose a phased approach for continuing to rewrite content after launch
- Consider leading a bio-writing workshop for your attorneys

Determine the mix of in-house and outsourced writing resources

- Create a budget for outsourced writing (id vendor, etc.)
- Create a realistic schedule for writing that will be done in-house

Establish a foolproof project management system

- Phase the writing so that everything isn't happening at once
- Establish a proofreading system
- Be vigilant about version management
- Maintain a master spreadsheet with versions, etc. so that you can answer attorney questions quickly and confidently

Make the attorney bio writing process feel special and bespoke

- So much rides on an attorney's website bio that it is very high stakes for them
- For many of your attorneys, the bio writing process is their only touch with this expensive process, so make a great impression.
- To some extent, how your attorneys feel about this process informs how they feel about you!