Checklist of Existing Content

When you create your new website (or revamp your existing site), it's often helpful to pull in existing content from other sources. This not only gives you fodder to work with, it might also trigger new ideas and make your overall messaging more consistent.

To help find any existing content, work through the following checklist:

✓ 1. Social Media

Your social media accounts might be a good source for bios, work history, testimonials (think LinkedIn recommendations) and images.

✓ 2. Client Proposals

Client proposals often include helpful information on services and pricing.

✓ 3. Guest Articles/Posts

Guest articles and posts are a good source of information for your About page, Services page and other pages.

✓ 4. Client Work

Use as a source for your samples page(s).

✓ 5. Resumes and Cover Letters

Resumes and cover letters (even if out of date) may contain good information for your About page.

✓ 6. School Applications

Useful as a source for bios, previous work experience, values, etc. Reference letters included with school applications may be a source for testimonials.

✓ 7. Course Work

A source for samples if you don't have any from client work.

✓ ## 8. Volunteer Work

Another backup source for samples and potential testimonials.

✓ ## 9. Performance Reviews

If you're leaving a day job to go solo, past performance reviews might contain good descriptions of your skills and the services you can provide.

✓ ## 10. Other Business Analysis Exercises

Business analysis exercises (such as those included with the execution plans on positioning and getting better clients), are also a good source of website fodder.