Survey of Website Content

This worksheet is designed to help you define content for your website. First, locate at least 10 websites for businesses similar to yours (it's fine if these are in other cities). Go through the first site and list all of the bits of content that you see, on every page of the site.

Then look at the second site. When you see content that was also on your first site (e.g., a picture of the clinician), place a checkmark (✓) beside that item on your list. If there is content that did not appear on the first site, add it to the bottom of the list. Do this for the remaining websites as well.

When you are done, you will have a survey of the types of content that appear most frequently on websites in your line of work. An item with four checkmarks appears on 5 of your survey sites (or 50%, if you surveyed 10 sites). An item with no checkmarks appears on only 1 site. This will tell you the types of content you almost certainly should have, the types you could have, and the types few people have. Then you can use your creativity to make your site unique.

Type of Content	**On Other Sites? (✓)**

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