

e-Commerce

★ ★ ★ ★ ★  
**CREATORS**  
BOOTCAMP



**INFINITYHUB**  
INFINITYHUB.COM



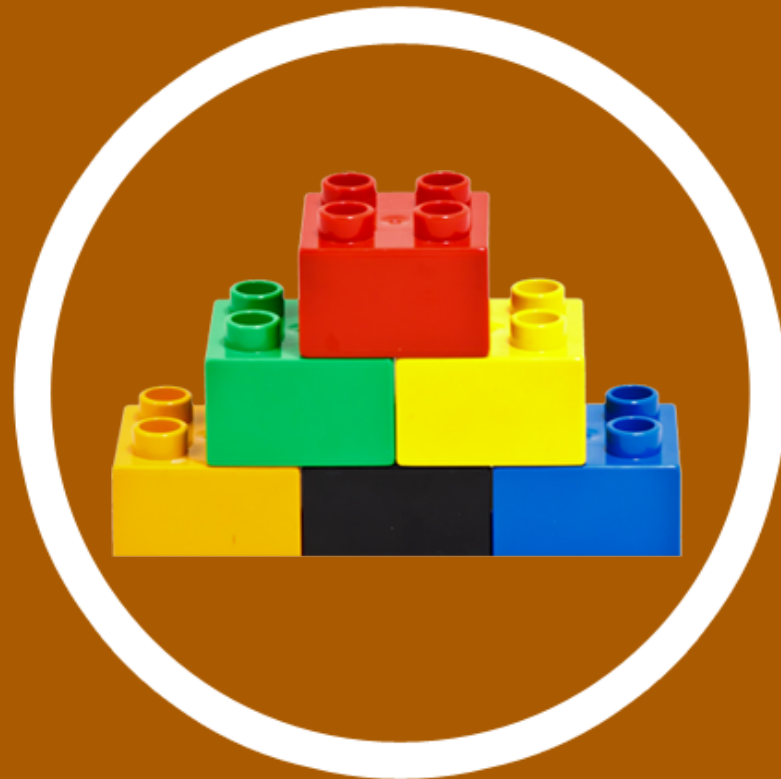
**DEVELOP A  
CONTENT PLAN**

CONTENT

CREATE CONTENT

CONTENT PROMOTION IN MIND

# STRUCTURE OF THE CONTENT PLAN EVERY BRICK COUNTS

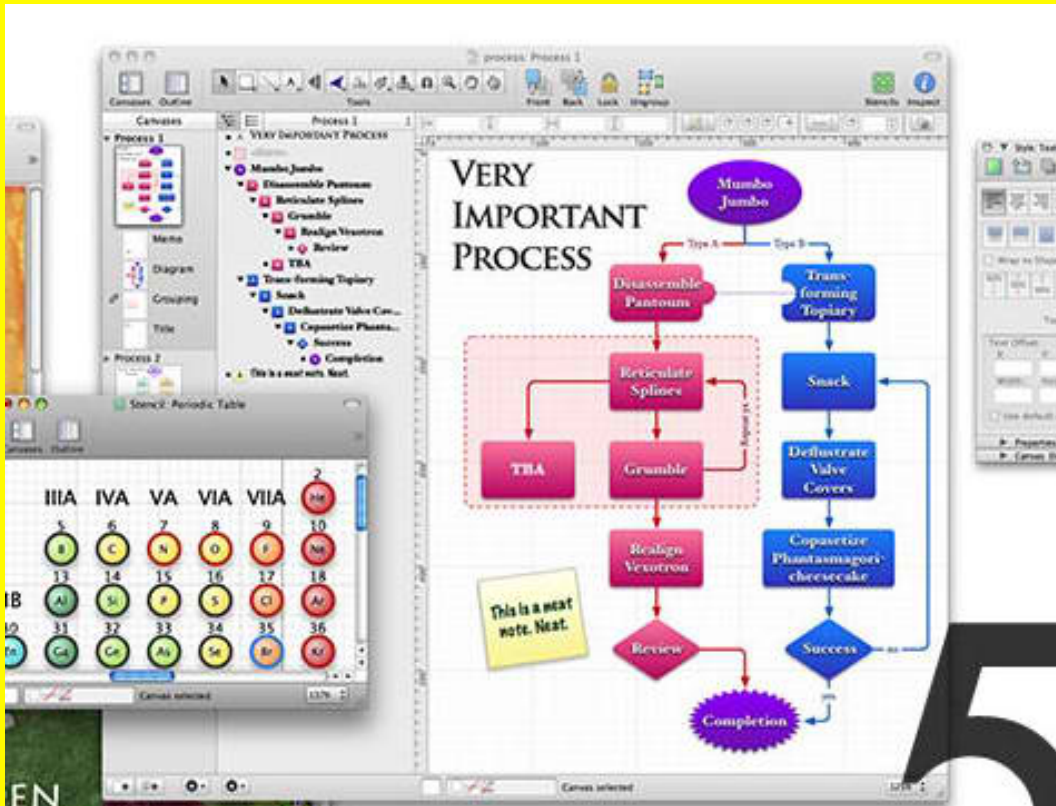


# CONTENT INVENTORIES

	A	B	C	D	E
1		Link Name	Link	Document Type	Notes
2	1	About Us	<a href="http://xyz.com/about-us">http://xyz.com/about-us</a>	DB	
3	1 - 1	History	<a href="http://xyz.com/history">http://xyz.com/history</a>	DB	
4	1 - 2	Founders	<a href="http://xyz.com/founder">http://xyz.com/founder</a>	DB	

A content inventory is a great way to understand the breadth of your website and the purpose of each page. Simply create a spreadsheet of all your pages and their corresponding URLs.

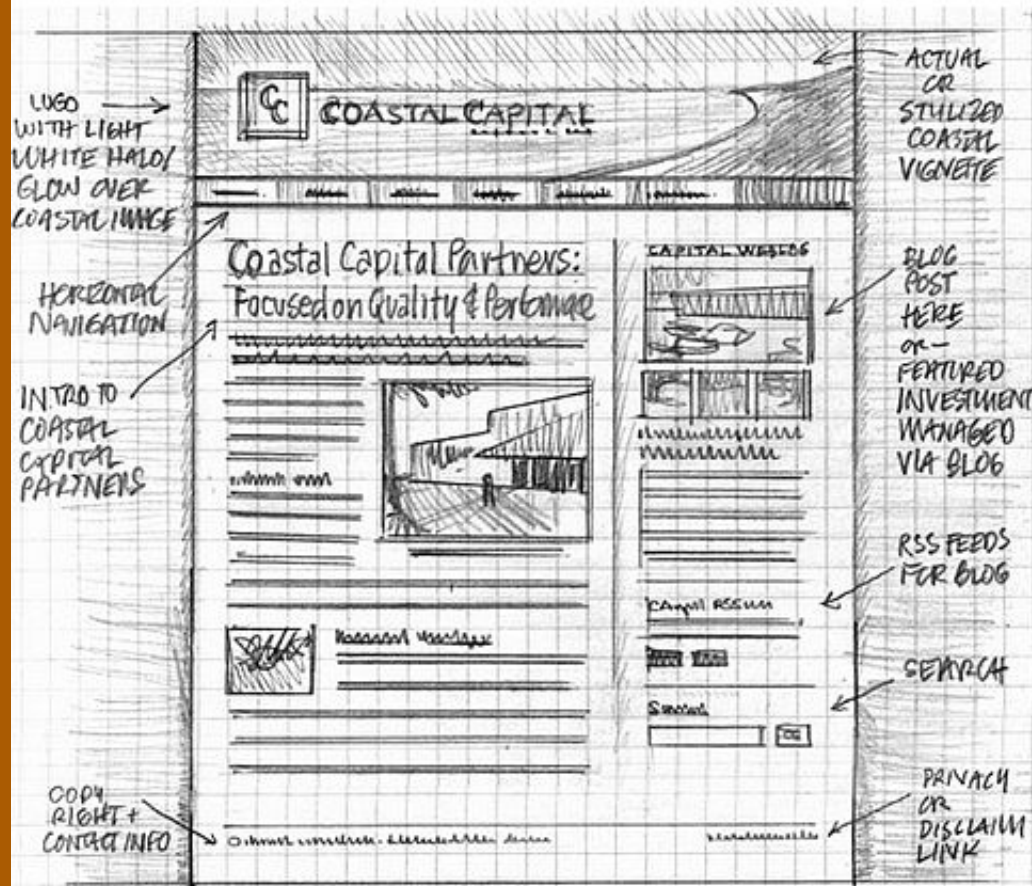
# SITE MAP DIAGRAMS



It clearly shows the relationships between pages and tells you where your website is too shallow or deep.

# WIREFRAME

## Wireframing and Website Prototyping



Created for the purpose of arranging elements to best accomplish a particular purpose.

Best Free Tools To Design Your Website

Organize content according to user needs, not an organizational chart or how the client structures their company.

A great website is designed around the content.



One Size... Does not fit all.