

A content readiness checklist

Prepare accurate content and useful media so design and implementation have a dependable foundation.

Establish a source of truth

Assign an owner for each content family. Record approved company facts, contact channels and service information. Keep the source material accessible to the reviewers who can verify it.

Prepare project evidence

For each project, confirm the client name, the permitted imagery and the work that may be described publicly. Separate observed features from claimed results. Publish metrics only when their source, context and permission are established.

Write for the visitor's question

Give each page a clear purpose. Explain the offer, the intended audience and the next step. Use headings to make the page easy to scan. Avoid repeating the same general brand statement across every detail page.

Prepare images for real use

Provide the original logo files and the best available source images. Describe what each image communicates. Include alternative text for meaningful images and identify decorative media that does not need a repeated description.

Review before publication

Check names, links, phone numbers, email addresses and dates. Confirm that staff profiles, testimonials and project statements have permission. Keep incomplete or unverified records as drafts until the responsible owner approves them.

Your next step

Connect the brief with a practical conversation. Explore amsotics.com/start-a-project/.