



Animal Welfare.
Worldwide.

Checklist: What we need BEFORE we can create a new content page

Web Page Content Checklist

The Website Team International requires **7-10 days for page creation** from the time of your request. Please make sure your planning includes Go Live dates for the INT web page, Go Live dates for translated web pages, and page promotion (e.g. coordinate with Digi Comms, Fundraising, etc.).

When you send us an email request for a new web page, please include the following information:

- Headline ideas: please try to keep it short for SEO (5-7 words long)
- Subline ideas
- Approved content from your team expert in a clean Word doc (no comments remaining, no track changes, etc.)
- Image suggestions: a minimum of 3 pictures; include Canto links (the images need to already be in Canto if we are to use them on the web page)
- Do you want to include additional media? For example:
 - Video: please include a YouTube link
 - Pdf: please make sure Marketing has approved it and it follows FOUR PAWS' CI.
 - No spaces in file names (this causes errors)
- Translations: will other countries adopt the page? (Factor in 10-14 days after the English version approval for translations.)
- Any specific requests for a CTA?

The Website team will email you a link to the page for your approval after 7-10 days. To increase efficiency, if you have feedback, please collect all comments from your team and reply to the same email. The Web Team will require 2-3 days for page revisions and final approval from your team before the page can go live. Once the English version is approved, we will share the new page with other country editors. (Keep in mind: the countries need time for translation up to 10-14 days).

Additional information:

- What is the goal of the page (e.g., push a petition/donations, or just get informed on a specific topic)
- Is there a specific target group (e.g. event panellists, legacy donors, ambassadors etc.)
- Alternative keywords for expert topics (SEO) (e.g., 'Cultivated Meat' can be replaced by 'Clean Meat' or 'lab-grown meat')



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Does the web page coincide with a campaign launch date? Or are you flexible with dates?

Timeline:

