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### CONTENT GUIDE

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### Domestic Uniform Rental Responsive Website Conversion

September 1, 2017

### The Importance of Writing Dynamic Website Copy

### Your web copy needs to consider your target audiences, the devices they use, and the computer algorisms that power their search engines. While search engines, such as Google, have become better at recognizing content written for people, site code designed to speak with search engines is still necessary for an optimum search rank. However, the best Search Engine Optimization (SEO) comes from providing users with a good experience.

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| Search_User_VennDiagram.jpgHow to Target Both Users and Search Engines   * Use 300 words or less on most pages  (some types of pages warrant more content) * Provide a clear path of action to direct users to more substantial information * Keep text clean and uncomplicated * Content should be composed of three to five elements, such as:   + Paragraphs   + Images   + Grouping of bullets |

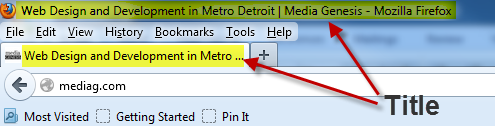
### Tips for Success

* **Be Consistent** – Since content can come from many sources, make sure to have a point person review all copy to ensure consistency in tone, length of copy, and so on.
* **Remember Your Audience(s)** – Messages that are of interest to the target audience are most effective. Also, remember that different pages may address different audiences.
* **Use Calls to Action** – Calls to action are critical because they inform and direct your users to important information or actions on the website.   
    
  *For example: “If you’re interested in a customized Content Management System (CMS), please contact us at (248) 687-7888 or inquiry@mediaG.com.”*
* **Less Is More** – Using bullets in place of copy and descriptive headers wherever possible helps increase a users understanding of the content, and achieves better results compared to lengthy descriptions.
* **Remember Learning Styles** – Pull quotes, highlighted areas, bold text, and graphics increases the appeal of your site to a broader spectrum of individuals and increases understanding among different learning styles.

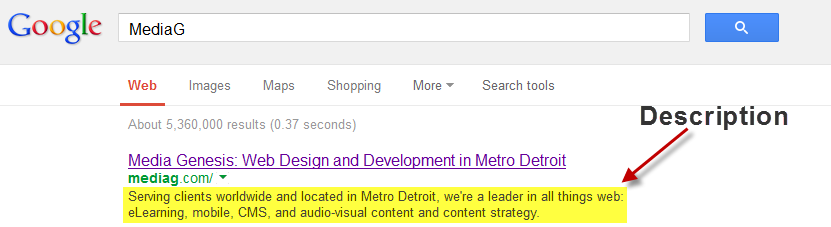
**Metadata**

*All metadata should be relevant to the page content.*

**Title**  
The title is the name of each page that appears in the top bar of your internet browser and in the search engine results. Ideally, these are fewer than 65 characters (including spaces).



**Description**  
The description appears on the search engine results page below the website’s URL and Title.   
The description tag offers an opportunity to advertise the *value* of the page and encourage people to click. Avoid supplying information that is redundant with your title tag to allow more space for persuasive content. The description is one to two unique sentences per webpage and describes the content of the page. Ideally, these are fewer than 160 characters (including spaces).



**Keywords**  
Include five to ten keywords or key phrases that are relevant to the content of the page. These words and/or phrases have to appear in the content of the page. If the search engine robots pick notice keywords that do not appear in your content, your site may be ranked down.

Example Content Box

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| **MG Sitemap**  **Page # and Title** | 0.0 Home |
| **SEO Title** | Website Design and Development in Metro Detroit | Media Genesis |
| **Description** | Serving clients worldwide and located in Metro Detroit, we’re a leader in all things web: eLearning, mobile, CMS, and audio-visual content and content strategy. |
| **Keywords** | web development, social media, graphic design, elearning, southeast michigan |
| **Actual Text** | Design  Deliver a compelling first impression and a clear course of action. When we create a design for you, we don’t work in a vacuum. Our designers use deep knowledge of your brand identity, your audience, and best practices. We offer logo development, print collateral design, web design, and application design that make a lasting impression and increase usability and usefulness. |
| **Images**  *Please reference  file names, when possible* | X:\MG_Assets\Logo\Logos_artwork\MediaGlogo-onecolor.jpg  MediaG\_logo\_b&w\_082617 |
| **Links** | The Media Genesis Facebook link: <https://www.facebook.com/MediaGenesis> |

Client Name Content

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| **MG Sitemap**  **Page # and Title** | 0.0 Home |
| **SEO Title** | **Uniform Rental and Facility Services | Domestic Uniform Rental** |
| **Description** | Keeping the American Workplace Dressed for Over 90 Years |
| **Keywords** |  |
| **Actual Text** |  |
| **Images**  *Please reference  file names, when possible* | Chris Sarver Working on |
| **Links** | Chris Sarver Working on |
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| **MG Sitemap**  **Page # and Title** | 1.0 WHY DOMESTIC |
| **SEO Title** | Family Owned and Operated for over 90 Years | Domestic Uniform |
| **Description** | See why companies across America are choosing Domestic Uniform Rental |
| **Keywords** |  |
| **Actual Text** | Chris Sarver will be redoing this page completely. |
| **Images**  *Please reference  file names, when possible* |  |
| **Links** |  |

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| **MG Sitemap**  **Page # and Title** | 2.0 Uniform and Facility Services |
| **SEO Title** | Uniform and Facility Services | Domestic Uniform Rental |
| **Description** | Browse our Products and Services |
| **Keywords** |  |
| **Actual Text** |  |
| **Images**  *Please reference  file names, when possible* |  |
| **Links** |  |

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| **MG Sitemap**  **Page # and Title** | 2.1 Garment Catalog |
| **SEO Title** | Garment Catalog | Domestic Uniform Rental |
| **Description** | See our Rental Uniform Options |
| **Keywords** |  |
| **Actual Text** |  |
| **Images**  *Please reference  file names, when possible* |  |
| **Links** |  |

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| **MG Sitemap**  **Page # and Title** | 2.2 Facilities Catalog |
| **SEO Title** | Facilities Catalog | Domestic Uniform Rental |
| **Description** | Area Protection Mats, Towels, Mops, and Restroom Services |
| **Keywords** |  |
| **Actual Text** |  |
| **Images**  *Please reference  file names, when possible* |  |
| **Links** |  |

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| **MG Sitemap**  **Page # and Title** | 3.0 Custom Solutions |
| **SEO Title** | Uniforms for Industry | Domestic Uniform Rental |
| **Description** | See our recommendations for your industry. |
| **Keywords** |  |
| **Actual Text** |  |
| **Images**  *Please reference  file names, when possible* |  |
| **Links** |  |

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| **MG Sitemap**  **Page # and Title** | 3.1 Automotive |
| **SEO Title** | Automotive Uniforms Shop Towels Fender Covers |
| **Description** | Uniform and Facility Services for Automotive Facilities |
| **Keywords** |  |
| **Actual Text** |  |
| **Images**  *Please reference  file names, when possible* |  |
| **Links** |  |

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| **MG Sitemap**  **Page # and Title** | 3.2 Manufacturing |
| **SEO Title** | Pants Shirts Coveralls Shop Coats |
| **Description** | Uniform and Facility Services for Manufacturing Facilities |
| **Keywords** |  |
| **Actual Text** |  |
| **Images**  *Please reference  file names, when possible* |  |
| **Links** |  |

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| **MG Sitemap**  **Page # and Title** | 3.3 Food Processing |
| **SEO Title** | Frocks, Coats, Gowns, and Uniforms |
| **Description** | Uniform and Facility Services for Food Processing Facilites |
| **Keywords** |  |
| **Actual Text** |  |
| **Images**  *Please reference  file names, when possible* |  |
| **Links** |  |

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| **MG Sitemap**  **Page # and Title** | 3.4 Food and Beverage |
| **SEO Title** | Towels Aprons Mats Mops |
| **Description** | Uniform and Facility Services for Restaurants |
| **Keywords** |  |
| **Actual Text** |  |
| **Images**  *Please reference  file names, when possible* |  |
| **Links** |  |

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| **MG Sitemap**  **Page # and Title** | 3.5 Grocery |
| **SEO Title** | Aprons Coats Mats Mops |
| **Description** | Uniform and Facility Services for Grocery and Convenience Stores |
| **Keywords** |  |
| **Actual Text** |  |
| **Images**  *Please reference  file names, when possible* |  |
| **Links** |  |

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| **MG Sitemap**  **Page # and Title** | 3.6 Schools / Daycare / Places of Worship |
| **SEO Title** | Mats Mops Uniforms Air Care Soap |
| **Description** | Uniform and Facility Services for Schools, Daycare, and Places of Worship |
| **Keywords** |  |
| **Actual Text** |  |
| **Images**  *Please reference  file names, when possible* |  |
| **Links** |  |

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| **MG Sitemap**  **Page # and Title** | 3.7 Retail and Office |
| **SEO Title** | Logo Mats Scraper Mats Mops Restrooms |
| **Description** | Uniform and Facility Services for Retail and Office Spaces |
| **Keywords** |  |
| **Actual Text** |  |
| **Images**  *Please reference  file names, when possible* |  |
| **Links** |  |

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| **MG Sitemap**  **Page # and Title** | 3.8 Health Care |
| **SEO Title** | Lab Coats Scrubs Towels Mats |
| **Description** | Uniform and Facility Services for Health Care |
| **Keywords** |  |
| **Actual Text** |  |
| **Images**  *Please reference  file names, when possible* |  |
| **Links** |  |

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| **MG Sitemap**  **Page # and Title** | 4.0 Careers |
| **SEO Title** | Jobs and Careers | Domestic Uniform Rental |
| **Description** | Find out about a career at Domestic Uniform Rental |
| **Keywords** |  |
| **Actual Text** |  |
| **Images**  *Please reference  file names, when possible* |  |
| **Links** |  |

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| **MG Sitemap**  **Page # and Title** | 5.0 Contact Us |
| **SEO Title** | Contact Us | Domestic Uniform Rental |
| **Description** | Request a Free Quote | Domestic Uniform Rental |
| **Keywords** |  |
| **Actual Text** |  |
| **Images**  *Please reference  file names, when possible* |  |
| **Links** |  |

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| **MG Sitemap**  **Page # and Title** | 5.1 Current Customers |
| **SEO Title** | Current Customer Portal | Domestic Uniform Rental |
| **Description** | Portal for Current Domestic Uniform Rental Customers |
| **Keywords** |  |
| **Actual Text** |  |
| **Images**  *Please reference  file names, when possible* |  |
| **Links** |  |

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| **MG Sitemap**  **Page # and Title** | 6.0 Blog |
| **SEO Title** | Blog | Domestic Uniform Rental |
| **Description** | See timely articles regarding Uniform Rental, Linen Supply, Facility Services, and Commercial Laundering |
| **Keywords** |  |
| **Actual Text** |  |
| **Images**  *Please reference  file names, when possible* |  |
| **Links** |  |

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| **MG Sitemap**  **Page # and Title** | A.0 The Domestic Difference |
| **SEO Title** | Domestic Difference | Dress for Success |
| **Description** | Why Companies are Choosing Domestic |
| **Keywords** |  |
| **Actual Text** |  |
| **Images**  *Please reference  file names, when possible* |  |
| **Links** | Each Image will be a link to its respective individual page |

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| **MG Sitemap**  **Page # and Title** | A.1 Family Owned and Operated |
| **SEO Title** | Family Owned Independent | Domestic Difference |
| **Description** | Largest family owned and operated provider in the industry |
| **Keywords** |  |
| **Actual Text** | We’ve been developing customer relationships and delivering exceptional service since 1926. We answer to customers, not stockholders, and take a great pride in offering individual attention to all of our customers. |
| **Images**  *Please reference  file names, when possible* | http://www.domesticuniform.com/wp-content/uploads/2010/03/family.jpg |
| **Links** |  |

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| **MG Sitemap**  **Page # and Title** | A.2 Always speak to a Live Person |
| **SEO Title** | No Voicemail | Domestic Difference |
| **Description** | Always speak to a live person |
| **Keywords** |  |
| **Actual Text** | Providing exceptional customer service is part of our philosophy. You will never call in and reach and automated system or voicemail. A live representative will answer your call. If it is more convenient, you can always reach us through our web portal. Click here to go to our portal. |
| **Images**  *Please reference  file names, when possible* | http://www.domesticuniform.com/wp-content/uploads/2010/03/voice.jpg |
| **Links** | 5.1 Current Customers |

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| **MG Sitemap**  **Page # and Title** | A.3 Dedicated Team of Service Professionals |
| **SEO Title** | Regular Visitations | Domestic Difference |
| **Description** | Dedicated team of service professionals |
| **Keywords** |  |
| **Actual Text** | Your Domestic Route Salesman is supported by the Service Manager, Sales Manager, and Service Coordinator. The team schedules regular visits to asses your changing needs and make the necessary adjustments to exceed your expectations. Click here if you would like to schedule a visit. |
| **Images**  *Please reference  file names, when possible* | http://www.domesticuniform.com/wp-content/uploads/2010/03/team.jpg |
| **Links** | 5.1 Current Customers |

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| **MG Sitemap**  **Page # and Title** | A.4 Highest Quality Products |
| **SEO Title** | Superior Products | Domestic Difference |
| **Description** | Highest Quality of Garments and Products |
| **Keywords** |  |
| **Actual Text** | We use one garments manufacturer ensuring consistent fit and finish. Every one of our non-garment items is custom made to our specifications that exceed industry standards across the board. Click here to see our products. |
| **Images**  *Please reference  file names, when possible* | http://www.domesticuniform.com/wp-content/uploads/2010/03/garments.jpg |
| **Links** | 2.0 Uniform and Facility Services |

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| **MG Sitemap**  **Page # and Title** | A.5 Inventory Control System |
| **SEO Title** | No Shortages | Domestic Difference |
| **Description** | Inventory Control System |
| **Keywords** |  |
| **Actual Text** | Our system defeats shortages. We count every garment, at every account, every day. We record each item upon pickup, and each customer signs and keeps a copy for their records. All items are counted again after cleaning making certain that your delivery is accurate. |
| **Images**  *Please reference  file names, when possible* | http://www.domesticuniform.com/wp-content/uploads/2010/03/inventory.jpg |
| **Links** |  |

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| **MG Sitemap**  **Page # and Title** | A.6 Computerized, Eco-Friendly Facilities |
| **SEO Title** | Eco-Friendly | Domestic Difference |
| **Description** | Computerized, Eco-Friendly Processing Facilities |
| **Keywords** |  |
| **Actual Text** | Our state-of-the-art facilities use innovative processes that minimize the use of water and utilities as well as the impact on the environment. This fully mechanized wash process guarantees a consistent wash every time without using harmful dry cleaning chemicals. Click here for a list of our locations. |
| **Images**  *Please reference  file names, when possible* | http://www.domesticuniform.com/wp-content/uploads/2010/03/facilities.jpg |
| **Links** | B.1 Facilities |

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| **MG Sitemap**  **Page # and Title** | A.7 Only Domestic Presses all Shirts and Pants |
| **SEO Title** | Pressed Shirts and Pants | Domestic Difference |
| **Description** | Only Domestic Presses all Shirts and Pants |
| **Keywords** |  |
| **Actual Text** | We press every shirt, pant, coat, and apron on authentic dry-cleaning presses, giving you a professional look. Corporate, industrial, service….everyone on the job deserves to look and feel their best. |
| **Images**  *Please reference  file names, when possible* | http://www.domesticuniform.com/wp-content/uploads/2010/03/pressing1.jpg |
| **Links** |  |

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| **MG Sitemap**  **Page # and Title** | A.8 Automatic Repairs |
| **SEO Title** | Inspection and Repairs | Domestic Difference |
| **Description** | Automatic Repairs |
| **Keywords** |  |
| **Actual Text** | 98% of the repairs we do are generated by our triple check inspection team. We visually inspect each garment three times checking zippers, buttons, mending, and finish. All repairs and alterations are completed without interruption in service. |
| **Images**  *Please reference  file names, when possible* | http://www.domesticuniform.com/wp-content/uploads/2010/03/repairs.jpg |
| **Links** |  |

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| **MG Sitemap**  **Page # and Title** | A.9 Automatic Upgrades |
| **SEO Title** | New Uniforms | Domestic Difference |
| **Description** | Automatic Upgrades |
| **Keywords** |  |
| **Actual Text** | Our quality control team’s motto is “if we wouldn’t wear it, neither will you.” Every garment is thoroughly inspected. If it is worn out, it is replaced automatically. All of our processing facilities have extensive stockrooms so garments are replaced immediately. |
| **Images**  *Please reference  file names, when possible* | http://www.domesticuniform.com/wp-content/uploads/2010/03/upgrades.jpg |
| **Links** |  |

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| **MG Sitemap**  **Page # and Title** | A.10 100% Guarantee |
| **SEO Title** | Guarantee | Domestic Difference |
| **Description** | 100% Guarantee |
| **Keywords** |  |
| **Actual Text** | Were dedicated to creating lasting customer relationships by providing quality products, truly superior service, and exceeding our customer’s expectations. We back up our service with a powerful 100% written guarantee. |
| **Images**  *Please reference  file names, when possible* | Guarantee |
| **Links** |  |

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| **MG Sitemap**  **Page # and Title** | B.1 Facilities |
| **SEO Title** | Locations | Domestic Uniform Rental |
| **Description** | Locations |
| **Keywords** |  |
| **Actual Text** | List of Addresses to be provided |
| **Images**  *Please reference  file names, when possible* |  |
| **Links** |  |