

# Content Requirements

*This is a guide and outline to drive content as opposed to being a direct technical spec outline.*

*[Dynamic] indicates the content will pull from another area of the site.*

## Nav Bar

- Logo
- Nav items
- CTA

## Home Page

- Introduction - Who is the SaaS company / What does the SaaS company do
- Announcement Banner - Optional/occasional
- Solutions or Benefits - What problems/pain points does the SaaS company solve
- Products - High-level listing of products
- Results Data - Data on the SaaS company Impact
- Success Stories - Listing/Links to client success stories
- Call to Action - Request a Demo
- Resources - High-level resources section
- Customers - Customer listing

## Product Overview

- Introduction — Discuss the product portfolio and value proposition
- Benefits — List of benefits of using the SaaS company products
- Products — High-level listing of products
- Testimonial — Testimonial from customer on product
- Call to Action - Schedule a Demo
- [Dynamic] Case Study Callout — Pull-in most recent case studies

## Product/Service Page

- Introduction — What is the product and what does it mean to the user?
- Solution Areas — A list of problems that this product addresses
- Differentiator — How is this different / better than the competition?
- Feature List — List of features for this product

- Call to Action — Schedule a Demo
- Add Ons — Additional products/components that integrate with product
- Success Stories — Testimonial from customer on product
- Call to Action - Schedule a Demo
- Cross-Sell — Cross-pollinating other relevant products/services
- [Dynamic] Resources - Combination of blogs, events and case studies tagged by product

## Solution Overview

- Introduction - Industry issues and value proposition
- Solutions Categories - Overview and why
- Call to Action - Schedule a Demo

## Solution Page

- Introduction - Industry issues and value proposition
- the SaaS company Solution - How does the SaaS company solve these pain points?
- Benefits — List of benefits/features that span a variety of products for the solution
- Testimonial - Testimonial from customer on solution
- Products — High-level listing of products for this solution
- Call to Action - Schedule a Demo
- [Dynamic] ResourcesCombination of blogs, events and case studies tagged by product

## Success Story Detail Page (Case Study)

- Title
- Category
- Content Summary (*for overview listing page*)
- Content Area
- Quote
- Person + Title
- Company Logo
- Company Name
- Company Location

## Listing Page (Rollups for Blog / Events / Press Room)

- Title
- Category filters/sort/subnav (functionality to be worked out later)
- Listing of post items
  - Image

- Category
- Date
- Author
- Title
- Link
- Pagination

## Post Page (Blog / Event / Press Room)

- Post Title
- Date / Time
- Author
- Category/ies
- Post Summary (*for overview listing page*)
- Post Content
- Call to action
- Author/Host/Presenter Bio
- Social Sharing
- Related product/s
- [dynamic] Related resources - events

## Team Rollup Page

- Headshot
- Name
- Title
- Read More

## Bio Detail Page

- Headshot
- Name
- Title
- LinkedIn
- Full Bio