

# Website Prep Checklist

Use this checklist to get organized before your website project. The more you have ready, the smoother your design process will be and the faster we can launch.

## 1. Business & Brand Basics

- Legal business name
- Tagline or short phrase
- Short about blurb
- List of main services or offers
- Pricing or starting ranges
- Logo files (PNG/SVG)
- Color palette (HEX)
- Fonts
- Brand guidelines (optional)

## 2. Website Goals & Audience

- Top 1–2 goals for your website
- Secondary goals
- Target audience description
- Audience pain points

## 3. Pages & Structure

- Home
- About
- Services
- Portfolio
- FAQs
- Blog/Resources
- Contact

## 4. Content for Each Page

- Headlines & subheads
- Service descriptions

- About text
- Portfolio captions
- Testimonials
- Contact info

## **5. Images & Media**

- Profile photo
- Portfolio screenshots
- Product/service photos
- Social media graphics

## **6. Tech & Accounts**

- Domain login
- Hosting login
- Email marketing account
- Scheduling/booking tools
- Payment platforms

## **7. Policies & Legal**

- Privacy Policy
- Terms & Conditions
- Refund policies

## **8. Launch & Next Steps**

- Launch CTA
- Social posts prepared
- Update plan