



WEBSITE PROJECT GUIDE

what we fetch from your discovery session

SITE GOALS

Primary Audience Focus
Expectation From Website Experience
Favorite Websites



take notes here

VALUE PROPOSITION

Why Your Business or Organization

BRANDING

Primary and Accent Colors
Fonts

DESIGN

Look and Feel

CONTENT

New Customer/Client Get Started Process
Blogs on Current Site to Transfer
Team Member Bios
Business History
Fees for Your Services or Products
Portal for Existing Customers/Clients

IMAGES

Stock and/or Professional Photography
Team Headshots

CLIENT CHECKLIST

Third Party Software Links (Payment, Scheduling Portals)
Documents (Privacy Policy, Legal, etc.)
Logo (Vector file)
Domain Credentials
Social Media Links