



# Website Readiness Checklist

Everything to gather before your new website build. Empty boxes are fine; we help with it all.

## ■ Domain & Email

- ☐ **Pick and purchase your domain**  
.com if it's available (\$10-20/yr at Namecheap, GoDaddy, or Squarespace). Keep it short and easy to say out loud.
- ☐ **Know where your domain lives**  
Save the registrar login somewhere safe. You will need it on launch day.
- ☐ **Set up a professional email address**  
you@yourbusiness.com builds trust. Google Workspace is the standard (about \$7/user/mo).
- ☐ **Already have a domain or website?**  
Gather the logins: registrar, DNS, hosting, and any old site admin access.

## ■ Brand & Look

- ☐ **Logo in high resolution**  
A PNG with a transparent background is ideal. The original design file is gold if you have it.
- ☐ **Brand colors**  
Hex codes if you know them. If not, save 2-3 examples of looks you love.
- ☐ **Fonts**  
If your logo or signage uses a specific font, note its name.
- ☐ **Three websites you love**  
Any industry. Note what you like: the feel, the layout, a feature.

## ■ Words & Content

- ☐ **Exact business name**  
Spelling, punctuation, capitalization. (Is it Joe's or Joes?)
- ☐ **The essentials**  
Hours, phone, address or service area, and how customers reach you.
- ☐ **Services or menu, with prices**  
Even a rough list helps. Pricing builds trust and filters tire-kickers.
- ☐ **Your story**  
2-3 short paragraphs. Who you are, why you started, what makes you different.



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Page 2 - keep going, you're almost ready!

☐ **FAQs you answer every day**  
The questions customers always call about belong on the website.

☐ **Reviews worth showing off**  
Screenshot or copy your best Google/Facebook reviews.

## ■ Photos

☐ **Real photos of your business**  
Your space, products, team, and happy customers. Phone photos work great.

☐ **Rights to any professional shots**  
If a photographer shot them, make sure you can use them online.

## ■ Accounts & Access

☐ **Social media links**  
Facebook, Instagram, TikTok. Whatever you actually use.

☐ **Claim your free Google Business Profile**  
Huge for local search. If it exists, make sure you have the login.

☐ **List the systems you already use**  
Booking, POS, or payments (Square, Clover, Stripe). We can often connect them.

## ■ Bonus Points

☐ **Start an email list**  
Even a simple signup box beats renting your audience from social media.

☐ **Note any legal needs**  
Waivers, privacy policies, or industry rules your site must follow.

☐ **Badges & credentials**  
Licenses, certifications, awards, and memberships worth displaying.