



This file is created as a guide to prepare you for your one-day website build. Please complete this guide fully as it will help make your build day run smoother. Content refers to all words, PDF downloads and images you want to use on your website. This guide needs to be completed and sent to us before your scheduled build day.

If you get frustrated, email us, and we will assist you and answer any questions you may have.

Rundown of the requirements needed in this file
1. Login to your hosting account
2. Branding information & your style preferences
3. Social Media Links
4. Information for your pages both copy and images
5. Opt-in information for your mailing list, provider and log in and or your contact form preferences.
6. The logo needs to be in png format with a transparent background.

When you have completed this guide and have put all your content together, please send it to us via Dropbox, Google Drive or OneDrive. You can also request for use to have Dropbox folder added for you, and you can upload your files there. Please make sure everything is clearly labelled so we don't have any misunderstandings. Again this should be uploaded at least two days before your build day to avoid delays.

Now let's get down to business!

What do you envision?

If you can choose three words to describe the website of your dreams, what would they be? You can also share websites you like with us.

- 1.
- 2.

3.

What do you want your potential customers to feel when they visit your site?

1.

2.

3.

What is the main goal of your website? Ex. To learn more about your company and to get leads. To answer customer questions, for customers to download information such as a brochure or catalogue. For customers to signup or book services and or appointments?

Who is your ideal customer? Who do you want to charm with your new website? Who are you targeting? Ex. Are you targeting individual people or businesses? Where do they live geographically? Are they from a specific industry or have a certain position? Are they male or female? What age range are they in? How much money do they make? What kind of hobbies do you think they have?

1. Login and Account Information needed you can add the info inside each of the boxes below
If you have an existing WordPress Website that we need to access content from, we need the following (you can get this information from your existing website host/website designer):
FTP Logins for File Access cPanel/phpMyAdmin Logins for Database Access
Email Marketing / List Management Logins:
We need access to the logins for your email marketing/list management/bulk email system to integrate it with your website, e.g. MailChimp, Constant Contact etc.
Google Analytics / SEO
Please give us your Google logins for your Google Analytics account if you have one.
Other
Are there any other accounts you think we need? Add them here.

2. BRANDING REQUIREMENTS:

Logo: This needs to be provided in good quality (ex. more than 500KB). It needs to be in png format with a transparent background. If you don't have a logo, leave this section blank, if you don't want a logo, we will use the name of your business or domain name. Although, we do advise you to have one even if it's your business name designed professionally.

Colors: What colors do we need to use on your website (RGB, Hexadecimal preferably or if this makes no sense to you send us an image with a color scheme you like or some other branding you have done with your colors.)

Tagline: If you have one, let us have it.

Quotes/ Keywords: If you have any particular quotes or words you want us to use, please let us know here.

3. SOCIAL MEDIA LINKS & LOGINS

Accounts: Please list all your social media accounts here, e.g. Facebook, Twitter, Instagram, Pinterest, YouTube, Snap Chat, etc.

Logins: To display social feeds on your site we would need logins for certain of your accounts, e.g. Twitter, Instagram.

4. CONTENT INFORMATION FOR EACH PAGE

Page name:

Homepage

Catchy page heading:

Keyword/Key phrase:

Including keywords in your site correctly will have a positive impact on your traffic and results.

Page content/Text:

Page images: Please provide a minimum of 5 professional images.

If you want to supply any images, please type file names here and attach images as JPEG's when you send back your planner. Ex. Image of office meeting and if you want a Call to action ex. Button leading to contact page.

The goal of this page also include any special requests here:
i.e. to communicate, to encourage contact, to sell a product, etc.

Customer Testimonials

What do your customers think about you?

CUSTOMER	QUOTE	IMAGE
Ex. Joe Doe Director - XYZ Plumbing	Dealing with your company has been an absolute pleasure	Indicate whether customer image required & provided. Yes/No

Customer List

WHO YOU HAVE DONE WORK FOR

COMPANY NAME	WEBSITE	LOGO PROVIDED
Ex. XYZ Plumbing	www.xyzplumbing.com	Yes / No

FEATURES

WHAT ARE YOU / YOUR COMPANY KNOWN FOR?

FEATURE	DESCRIPTION	BUTTON (optional)
EX. Honest	At XYZ Plumbing, we pride ourselves on our high level of honesty.	ABOUT US

Page name:

About Us

Catchy page heading:

Keyword/Key phrase:

Including keywords in your site correctly will have a positive impact on your traffic and results.

Page content/Text:

Page images:

If you want to supply any images, please type file names here and attach images as JPEG's when you send back your planner.

The goal of this page also include any special requests here:

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Below are some examples of the kind of information we can feature on your About Page.

MEET THE TEAM

DETAILS OF ANY STAFF REQUIRED ON THE WEBSITE

NAME	POSITION	DESCRIPTION	CONTACTS	PHOTO
Ex. Joe Doe	Director	Joe is the CEO and Founder OR List qualifications/skills.	Any contact info you want to be displayed for the staff member. E.g. Email, Phone, Social Media.	Yes / No

Page name:

Contact Us

Catchy page heading:

Keyword/Key phrase:

Including keywords in your site correctly will have a positive impact on your traffic and results.

Page content/Text:

Telephone number (s):

Fax:

Email:

Street Address:

Skype:

Do you want a Google Map? If so what are the GPS coordinates?

What information do you want to collect from your potential customer?
Ex. First Name, Last Name, Email, Telephone, Message

Page Copy/Content – What do you want to have on this page content wise?

Page images:

If you want to supply any images, please type file names here and attach images as JPEG's when you send back your planner.

The goal of this page also include any special requests here:

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5. OPT-IN INFORMATION FOR YOUR MAILING LIST, PROVIDER AND LOGIN OR YOUR CONTACT FORM PREFERENCES.

Please provide details

Please include the copy you'd like to use for your opt-in forms on your site and if you have a preference on where you'd like the opt-in displayed. If you're not sure on some of the details from above, we'll set it up with our recommendations.

7. LOGO IT NEEDS TO BE IN PNG FORMAT WITH A TRANSPARENT BACKGROUND

Please provide details

8. WHAT IS THE NEXT STEPS

YOU'RE ALMOST DONE!

These next steps are **important!**

Save this file on your computer and upload it to Dropbox, Google Drive, OneDrive in one folder clearly labelled. If you have asked us to provide you with a folder, we will email you the link.

Upload all required files, images etc. to this same folder.

If you need us to review what you have sent send us an email to

jen@lalunacreative.com

Once we received your scheduled booking day and content, we will review it and contact you if we have any questions before your build day. Please be sure to respond back promptly. We will also send you some links to sites we think may be a good fit for your site. It will give you an idea of what we are thinking, and we can decide together the general look and overall feel before your scheduled build.

We will be communicating via Skype or Slack on build day. If we use Slack will set up a channel for you, please make sure you are signed up with slack and have a Skype ID. It makes it easy to send you links for you to review and ask you any questions.

MAKE SURE THAT THE DAY YOU SCHEDULED FOR YOUR BUILD DAY THAT YOU ARE OFF THAT DAY, AS YOU NEED TO BE AVAILABLE ALL DAY TO COMMUNICATE WITH US.

By the end of the business day, you will be enjoying your new website!

Congratulations! Thank you for choosing La Luna Creative, we are very excited to work with you and on your project.