

Start with the essentials.

Gather your materials before the build. Check each box as you complete an item.

- ☐ 01 **Logo**
Provide full-color, monochrome white, and monochrome black versions, preferably with transparent backgrounds. Include an SVG vector file if available.
- ☐ 02 **Favicon**
Supply a simplified logo or emblem for the small icon shown in browser tabs. Your designer can help create one.
- ☐ 03 **Domain name**
Choose your website address, such as YourBusiness.com. If you already own it, identify where it is registered.
- ☐ 04 **Business name**
Provide the exact name you want displayed, including spelling and any LLC or Inc. designation.
- ☐ 05 **Business address or service area**
Provide your public business address or the cities and counties you serve. Specify whether your address should appear on the website.
- ☐ 06 **Contact information**
Provide your business phone number, email address, and preferred method for customer inquiries.

You do not need to have everything figured out.

Mark anything you need help with and discuss it with your designer. Keep your domain registered in an account you own.

Tell customers what you do.

Give your designer the details that help visitors understand and trust your business.

☐ 07 **Business hours**

Include regular hours, appointment requirements, and emergency availability, if applicable.

☐ 08 **About your business / Recommended**

Share your story, experience, values, and what makes you different. Include owner or team information if desired.

☐ 09 **Products or services**

List what you offer, with descriptions and any important limitations or requirements. Explain who each service is for.

☐ 10 **Pricing / If applicable**

Provide prices, starting rates, packages, or promotions. If pricing varies, explain how customers can request a quote.

☐ 11 **Website copy**

Prepare the wording you want on each page, or arrange for your designer to help write it. Clear notes are a useful starting point.

☐ 12 **Pages you need**

Common examples include Home, About, Services, Gallery, FAQs, and Contact. Choose pages that help customers take the next step.

A simple starting point for your website copy

We help [type of customer] with [product or service] in [location]. Customers choose us because [specific benefit or difference].

Plan how your website works.

Choose the visuals, features, and support that serve your customers and your business.

- ☐ 13 **Photos and videos**
Supply clear images of your work, products, team, or business location that you have permission to use.
- ☐ 14 **Brand colors and style**
Share your preferred colors, fonts, and examples of websites you like. Explain what you like about them.
- ☐ 15 **Reviews and credentials / Recommended**
Provide testimonials approved for use, links to reviews, and relevant licenses, certifications, or awards.
- ☐ 16 **Website goal and features**
Decide what visitors should do: call, request a quote, book, or buy. Identify forms, scheduling tools, payment links, or other features needed.
- ☐ 17 **Existing accounts and links**
Gather social media and Google Business Profile links, plus details about existing website, hosting, and domain accounts. Coordinate access securely.
- ☐ 18 **Updates after launch**
Decide who will maintain the website and how often pricing, photos, services, or other information will need to change.

Make the handoff easy.

Keep logos, photos, and page notes in one shared folder. Use clear filenames and identify one person who will approve the website.

PLANNING WORKSHEET

Bring your website into focus.

Use this page to organize your ideas, then share it with your website designer.

BUSINESS NAME

PREFERRED DOMAIN

PUBLIC ADDRESS OR SERVICE AREA

BUSINESS PHONE

BUSINESS EMAIL

What is the main action you want visitors to take?

☐ Call

☐ Request a quote

☐ Book

☐ Buy

OTHER ACTION

Which pages will you need?

☐ Home

☐ About

☐ Services

☐ Gallery

☐ FAQs

☐ Contact

OTHER PAGES / FEATURES

WHAT MAKES YOUR BUSINESS DIFFERENT?

MATERIALS YOU NEED HELP WITH / QUESTIONS

Need help getting started?

StoneBridgeSolutions.io

contact@stonebridgesolutions.io

