

Website Preparation Guide



To ensure a smooth and strategic website build, please prepare the following information before completing your intake form.

1. Business Overview

- Business name (exactly as it should appear online)
- Primary contact name
- Email address and phone number
- Brief business description (services, audience, differentiators)

2. Website Setup (If Applicable)

- Current website URL
- Hosting provider
- Domain name
- Domain registrar

3. Branding Preferences

- Primary brand color (Hex code)
- Secondary brand color (Hex code)
- Preferred heading font
- Preferred body font

4. Design Inspiration

- Up to 3 example websites you like
- Notes on layout/style you prefer

5. Brand & Media Assets

- Logo files (SVG or high-resolution preferred)
- Professional photos or media
- Marketing PDFs or downloads
- Optional mockups (PDF, DOCX, PPT, INDD, PNG, JPG, GIF, HEVC, ZIP, TAR)
- Cloud storage link if files are large

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6. Website Structure & SEO

- Pages required (Home, About, Services, Blog, Portfolio, etc.)
- 2–3 preferred search terms per key page
- Additional page keyword targets
- Primary service area (city/region)
- 2–3 main competitors

7. Timeline & Confirmation

- Desired launch date
- Confirmation that project includes on-page SEO only

Preparing this information in advance ensures an efficient project kickoff and a strategically aligned website build.

Next Step

Once this information is ready, complete the intake form in full.

- Strategic page structure
- Proper keyword alignment
- Efficient asset organization
- Clear technical setup
- A smooth path to launch

We look forward to building something exceptional for your business.