What to collect before design starts.

Free page
Website Content Ready Kit

Send this at kickoff. Tick a box only when the file is in hand. If it is not, write an owner and a date beside the line. A promise in chat is not the file.

01 BRAND ASSETS

- ☐ Logo as SVG, and a PNG on a transparent background
- ☐ Wordmark, if it is separate from the logo
- ☐ Colours they will not give up, as hex codes or a sample
- ☐ Font files they already license, or a note that you may choose
- ☐ A one-line description of the business, in their words

02 PAGE-BY-PAGE COPY

- ☐ Home — headline, the line under it, and the action a visitor should take
- ☐ About — about 120 words, plus any credential that must appear
- ☐ Services — the name a buyer would use, who it is for, what is included, and a price or “quote on request”
- ☐ Case studies — two projects: the problem, the change, and permission to name the client
- ☐ Contact — the sentence beside the form, and the inbox that should receive it

03 IMAGES

- ☐ Photos they have the right to publish, including a portrait for the About page
- ☐ Who is in each photo, and whether a release exists
- ☐ A plain description of each image, for the alt text
- ☐ Any image that must not be cropped, marked as such

Legal, access, and a yes.

04 LEGAL AND CONTACT

- ☐ Legal name of the business, and the name to print on the site
- ☐ A street address, or “remote”, and the city they want public
- ☐ Email and phone a real person reads
- ☐ Their privacy policy and terms, or a note that you will draft them
- ☐ Registration or tax number, if the footer has to show it

05 DOMAIN AND ACCESS

- ☐ The domain the new site will use
- ☐ Registrar login, or the name of the person who can change DNS
- ☐ Hosting login, or the person who will point the domain
- ☐ Where form mail should arrive, if it is not the public inbox
- ☐ Existing analytics they want left in place

06 APPROVALS

- ☐ The name of the person who can say yes
- ☐ The date they will say it by
- ☐ How a version gets marked approved: a reply, a signed PDF, or a checkbox
- ☐ The approved version, written down, with the date on it

Owner, date, and what is still missing

One line per gap. A name without a date is still a gap.