

# Website Project Checklist

## PHASE 01. Clarify your message

Before we begin please place any relevant documentation in our shared google folder, and kindly send out our testimonial questionnaire to your customers.

1

### Brand Script

- Story brand interview
- Produce brand script
- Present brand script to client on a call with screen share
- Client reviews brand script and leaves notes using comment tool
- One revision round
- Brand script approval

**Deliverables:** Homepage headline, company one-liner, core and secondary messages, customer hero's journey

2

### Website copy

- Write all website copy
- Present web copy on a call with screen share
- Client reviews and leaves notes using comment tool
- Two rounds of revisions
- Approve web copy

**Deliverables:** All the words on your website

3

### Wireframe

- Produce wireframe based on the web copy
- Resolve header navigation, footer links, and testimonial order
- Present wireframe on a call with screen share
- Client reviews and leave notes using comment tool
- Resolve comments and make revisions in one round
- Approve wireframe

**Deliverables:** Easy to visualize web copy. This is the last stage of our work on web copy. Revision requests after this stage are charged at our hourly rate

## PHASE 02. Make it beautiful

Before we begin, please prepare your domain registration, business email, Mailchimp and Calendly account, social media accounts, and any other integrations needed along with current login credentials.

1

### Art direction

- Define the story and content for the custom illustrations
- Define general illustration style
- Produce first sketches
- Approve illustration style and direction

**Deliverables:** Mood board, illustration narrative, illustration style and sketches. This is a critical step in determining the style and storyline of your website's custom illustrations.

2

### Custom illustrations

- Sketch remaining illustrations and revise as needed in revisions rounds
- Approve sketches
- Illustrate one final artwork including colour and textures
- Final approval on illustration work and direction. This marks the final approval stage here as revisions to completed artwork are out of scope.
- Complete and present final illustration work

**Deliverables:** Custom website illustrations. Note that revisions requested to final artwork are completed at our hourly rate.

3

### Squarespace design

- Layout the website according to the wireframe
- Select the headline fonts and colours
- Upload all final illustration work
- Connect forms and 3rd party platforms
- Complete custom programming tasks
- Three rounds of revisions

4

## Launch the website!

- Client pays for Squarespace account
- Connect domain to make the site live
- Site ownership is transferred to the client after the final invoice is paid

**Deliverables:** Your message and business value is clearly presented with a website that turns site visitors into qualified leads.