website

Preparation Guide

Your Checklist Guide
for your Website Launch

styled web
design

WELCOME!

hi, i am *jephany*

Founder of Styled Web Design

"

Beauty gets the attention.
Personality gets the heart.

Let's give your brand a personality.

Styled Web Design is a branding & website styling boutique based in Nelson, New Zealand dedicated in helping women in business to look classy fabulous online through strategic, stylish and creative brand and web design so they can do what they love. I love working with brave boss babes who have turned their passion into a business.

I create stylish, personality-based brand and web designs for clients both locally and internationally and for businesses of all sizes. The heart of my business is to align your style and personality to your brand. We will work collaboratively to ensure your business gets the attention it deserves online with strategic and creative design. I create designs that are classy, feminine and reflects your personality, brand message and values.

Website Checklist

YOUR ULTIMATE WEB PREP GUIDE

DOMAIN

Get a **DOMAIN NAME** for your business - this is your website address. Your domain name can be www.businessname.co.nz or .nz or .com. I get it from Siteground too.

HOSTING

You need to get **HOSTING**. This is the home of your website files/data. I recommend **Siteground** due to their reliability. Get managed hosting here

WEBSITE CONTENT

Write your Website Content or get a copywriter to do it for you. If you can't write it is worth it to get your copy done by a professional. Checkout Tales Copywriting.

WEBSITE THEME

Choose a theme for your website. There's a ton of beautiful themes to choose from on my go-to platform - WordPress. Checkout Bluchic, HelloYou & Restored316.

BRAND PHOTOS

Your brand imagery is very important. You can get free or paid stock photos or use your own photos. I recommend KATEMAX, & Haute Stock.

HEADSHOTS

Book a shoot session with a professional photographer for your brand and get some good photos of yourself! Photos that will show your personality.

BLOG GRAPHICS

Graphics matter to make your readers wanna click through to what you are providing them. Canva is an awesome free graphic tool for your business.

SOCIAL MEDIA

Your graphics on social media visuals can enhance brand recognition. Jumpstart with Canva or buy pre-made templates from Bluchic.

BUSINESS EMAIL

Your business need to look professional so get a business email - info@businessname.com. Get Outlook and customise it by connecting your domain.

Having a stunning and professional looking website takes some planning and preparation. If you are a solo entrepreneur like me and have no idea how to start your own website, I have put up things together so you can prepare for your website launch. Whether you decide to do it yourself or hire someone to build a website for you, you still have to prepare these things.
So let's begin.

Domain & Hosting

The initial stage is setting up the technical components of having a website. You will need a domain name and a hosting provider. Let me explain domain and hosting in simple term for you. Domain is the address of your website – businessname.com which is like your home address.
This is the address that you provide to people so they find you. Hosting is where your website files such as photos and website content will be stored. So hosting is like the land where you build your house.

Website Content and Website Copy

Before you begin worrying about the design, you have to have the words that you are going to put in your website first. Your website content includes images, videos and any form of writing in your website like blog posts, product or service descriptions, FAQs and writings about yourself. On the other hand a website copy is a sales-focused words that you use in your website to persuade clients, the messaging to convert visitors to clients.

Brand Photos/ Headshots

Your brand is how your audience/clients connect with you. You want to make sure that the images that you put in your website represents who you are and your business. Images that are aligned to your values, mission and vision is how people will remember your brand. You are in business and you want to look professional in whatever you do. So it is worth to invest on getting professional photos of yourself for your website. You want to make sure that you show your personality.

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Social Media Graphics

You can connect your instagram to your website. You want to make sure that your visuals/graphics on social media is cohesive to your brand. You can create your social media graphics on Canva. Canva is a free graphic design tool and very easy to use for beginners. It is a very intuitive design tool.

read my blog here ⟶

Your Ultimate Website Checklist Guide
designwithjephany.com

Worksheet #1

Do you have a current website? If so, how would you like it to be improved?

What pages do you need for your website?

What features do you want your website to have? Blog, shop, booking, etc

List a few websites related to your business you love & why.

Worksheet #2

Do you have website content ready to go?

What is your business tagline? What is your stand out headline?

A brief intro about you and your business and who you want to serve

What services or products do you offer? What do you do?

Do you need a gallery or porfolio to showcase your business?

Do you have a freebie product or services to offer to grow mail list?

What is your story. Why and how did you start your business.

What are your core values and beliefs?

Contact Details - Phone, Address, Email etc. Social Media Links

Worksheet #3

■ Announcement banner: (Promo, Free shipping, Free Trial, Free Consultation)

■ Think of a catchy business headline that will make visitors click the CTA button

■ Short Into about yourself and why you started the business

■ An overview of products or services you provide

■ Pick some photos of your business to be featured on your homepage

■ Home page design layout - header style and footer style

Decide how you like your website header - transparent, sticky, on the side, dropdown style etc

Worksheet #4

■ Write your story about you and what you start the business. Be real

■ Mission/Vision Statement

■ Your Values/ Company Values

Worksheet #5

- Identify your products or services you will be offering

- Provide a short description of each product or service that you offer

- Provide pricing if applicable

- Provide photos for each product/service

Worksheet #6

Service 1 Page

- Provide a full description/explanation for this product or service

- Provide related photo/s for this product or service

- Provide pricing for your products or services

- Provide answers to FAQs when necessary

Service 2 Page

- Provide a full description/explanation for this product or service

- Provide related photo/s for this product or service

- Provide pricing for your products or services

- Provide answers to FAQs when necessary

Gallery

- Provide photos you want to be put in your website - must be high quality photos

Contact Page

- What details do you need to get from clients.

- If you need booking/appointment system, what info do you need from clients?

Worksheet #7

Contact Page

You can add a Contact page to your site with content like your contact information, a form, a map, and hours of operation. Often overlooked as just a information page, your Contact page should still carry across your branding and tone of voice, and don't be afraid to have fun with it! Especially if it's the one way your audience is supposed to get in touch with you.

☐ Add Social media links ☐ Add Newsletter Subscribe ☐ Add FAQs to this page

Contact form

This the most important part of your Contact page. Really think about what information you want to elicit from your audience, what's going to help YOU service their needs properly and efficiently. Note: Discuss with your web designer the option of embedding another contact form if you use something like Dubsado (a CRM).

Some examples are below, but try to personalise it to your own business:

☐ First Name & Last Name   ☐ Do you have a headline?

☐ Email Address   ☐ What is your website?

☐ Phone Number   ☐ What is your budget for this project?

☐ Location/Address   ☐ Business Name

☐ Message   ☐ Subject line

☐ How did you hear about us?   ☐ What makes you excited to work with us?

Page intro (if applicable):

SEO Description

Details you want to provide:

Phone Number

Email Address

Location

Opening Hours