

VACATIONDESIGNS
creative co.



Travel Advisor

TEMPLATE ORGANIZER

GET ORGANIZED AND PREPARE
FOR YOUR NEW WEBSITE

TEMPLATE ORGANIZER

If you are a Travel Advisor getting ready to customize your template let me help you with a quick roadmap for success! Whether you're starting fresh or giving your online presence a glow-up, this guide helps you organize your content, gather your brand elements, and business tools, before you even start working inside your website template. Think of this as your pre-boarding checklist — just swap the passport for a Google Drive folder and a little caffeine.

Main Project Folder: Website Project for [Your Business Name]

Sub Folder: Branding


- Logos (PNG, SVG, black/white, color versions)
- Color Palette (include HEX codes)

- Fonts (brand files or names of Google Fonts)
- Style Inspiration (brand mood board, screenshots, Pinterest link)

Sub Folder: Website Content

- Homepage
- About Me/ Us/ Team/ Origin Story
- Frequently Asked Questions
- Services and/ or Specialty Niche Pages

- Client Testimonials to Display
- Contact Info & Social Links
- Lead Magnet Content (if applicable)

 *Tip: Create a document for each topic within this folder to stay organized.*

Sub Folder: Images

- Headshots/ Team Photos
- Destination Photos (organized by location/ theme)
- Client Travel Photos (with permission)
- Brand Icon or Graphics


- Client Travel Photos (with permission)
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Tip: Rename your images before uploading to Showit — not just for your sanity, but for SEO. Instead of: IMG_1043.jpg use: honeymoon-greece-resort.jpg

Sub Folder: Systems & Links

- Book Calendar (Direct Link or HTML)
- Reservation Form (Direct Link or HTML)
- Payment Form (Direct Link or HTML)

- Email Marketing Info (Direct Link or HTML)
- Lead Magnet, if applicable (File and Delivery Email)

Tip:  Create a document for each of your systems below along with system login info

Clarify the Core of Your Business

Take a few minutes to define the heart of your brand. This will help guide what your website says and how it says it. The core of your business will be immediately reflected in your homepage so that your visitors know exactly what you do, who you serve and why they should choose you.

- Who do you serve? (Be specific — destination weddings? Europe travel? Luxury honeymoons? All Inclusive Vacations? Cruises?)
- What travel services do you offer?
- What makes your approach different?
- What is your planning style or travel philosophy?

💡 Why it matters:

These details shape your homepage messaging, service breakdowns, and even how you design your contact form.

Prep Your Website Copy

You don't need to be a writer — just start outlining the core content you know you'll need. Getting these pieces down (even in rough form) will save you loads of time once you're inside your template. Start by drafting or organizing the below into separate documents to easily grab what you need later.

- Homepage

- About Us/ Me; Team Bio's; Origin Story

- 2–3 Client Testimonials

- Services / Benefits List / Steps of Working Together

- Contact Info and links to social platforms

- Create a List of FAQ's (3–5 most asked)

💡 Helpful resource:

Every template purchase includes access to the Copy Compass & Workbook — a collection of sample copy and writing prompts to help you find your voice and feel more confident writing your own site content. It's designed to inspire you and hopefully help with the flow of your own writing.

Why it matters:

Having your content ready (even in draft form) makes customizing your template smoother and a whole lot less overwhelming. It also prevents you from having to constantly tweak the template layout every time you rewrite a paragraph — trust me, this gets annoying and is a huge waste of time. I know from experience when I try to skip steps myself.

Trying to write directly inside the template often leads to formatting frustration and a whole lot of backtracking. Save yourself the headache by getting the words mostly sorted first — even if they're not perfect.

Don't Forget the Legal Compliance Pages

Legal pages are often overlooked — but they're not optional if you're collecting leads, running a business, or linking to any third-party platforms.

- Privacy Policy (required if you collect any contact info)

- Terms of Use (Required to explain how visitors are allowed to use your website and its content.

- Terms & Conditions of Service (covers expectations of your service, payments, refunds, etc.)

- Gather your Seller of Travel Info for your footer

💡 Need legal help?

If you need attorney-drafted legal templates specific to travel advisors, I can refer you to a trusted source. Just reach out.

Final Audit: Am I Ready to Start My Website?

Run through this quick list. If you can check off most of these, you're in a great spot to jump into your Showit template.






- ☐ I know who I serve and what I offer
- ☐ I've written or outlined my core website content
- ☐ My brand colors, logos, and fonts are ready

- ☐ My images are organized and labeled
- ☐ I've collected links, tools, and embed codes I'll need
- ☐ I've prepared or sourced my legal pages

You're One Step Closer! Here's What's Waiting for You:

Once you've organized your content you are ready to dive into customizing your template. Now that you are organized it will be easy peasy to drop the contents into place and as you get more comfortable you can really go to town updating anything you want to within your Showit template including layouts, pages and more. I have created an ever growing resource library for all things Showit, and more!

Inside, you'll find:

-  Easy-to-follow video tutorials
-  Helpful Step-by-step Showit documentation links
-  Font & color pairing tips to match your vibe
-  Help with forms, integrations, and tech-y stuff
-  Launch prep checklist to make sure you're ready to go live

Translation: you won't be left staring at your screen wondering what to do next. You've got a whole toolkit waiting on the other side.