# SHOWIT
WEBSITE

PRE-BUILD CHECKLIST

If you are like us - you love a good checklist!

How satisfying is it to just add that little check mark and watch as you make headway on a huge task?? We have created this PDF for you, so that you can have the website of your dreams up in a few hours or days! With a little bit of prep, nothing can stop you!

LET'S GET STARTED!
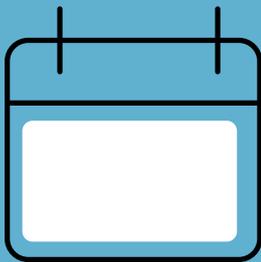
Start Date
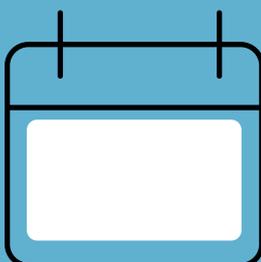
(Hopeful) Launch Date

TIP

If you need a blog migrated or a new blog set-up, you are going to want to make sure to allot a few days from the time you hit 'PUBLISH' til you announce that you are launching!

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WEBSITE
TEMPLATE CHECKLIST

WHICH DESIGN?

First and foremost – pick a template! So many free and premium ones to choose from!

INVENTORY

Make a note of image placement & orientation. What sections of copy do you need? Anything you want to delete or add to your overall design? Jot down what to adjust, or replace, too.

IMAGES

Take note of the images and what you need in landscape and portrait

EXTRA IMAGES

Write down any additional images you want to add to your site (an image of your workspace, a flat lay with some of your tools, etc)

TIP
You can check out Unsplash and Pexels for on-brand stock photography

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Defining your brand is a critical step in the process. You want to make sure you have clarity about who you are, why you're in business, who you're talking to and what's most important to them. Get those things straightened out and then curate photography or hire a talented photographer to create images that will help you and others visualize what your brand is all about.

Remember, this is all possible with your smartphone - photo AND video! And with stock photos

DEFINE YOUR BRAND

IDENTITY

Who are you?

PURPOSE

Why does your business exist? What problem/pain point are you trying to solve/relieve?

AUDIENCE

Who are you talking to? Who has the problems/pain points you believe you can solve/relieve?

PRIORITIES

What's the most important next step? What do you want to do right now? What are you capable of doing right now?

PHOTOGRAPHY

What kind of images will help people visualize your identity, purpose, audience and priorities.

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When customizing a template you can either use the fonts chosen by the template's designer, or decide on new ones. If you decide to use new ones, below are extra resources to give you more context on how to choose the best ones for your business and brand.

Here are some simple tips regarding font and typography.

DESIGN SETTINGS

SITE STYLE   FONTS

COLOR PALETTE

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |

TYPE STYLES

MOBILE   BG

TITLE

Heading

Subheading

Paragraph

DESKTOP   BG

TITLE

Heading
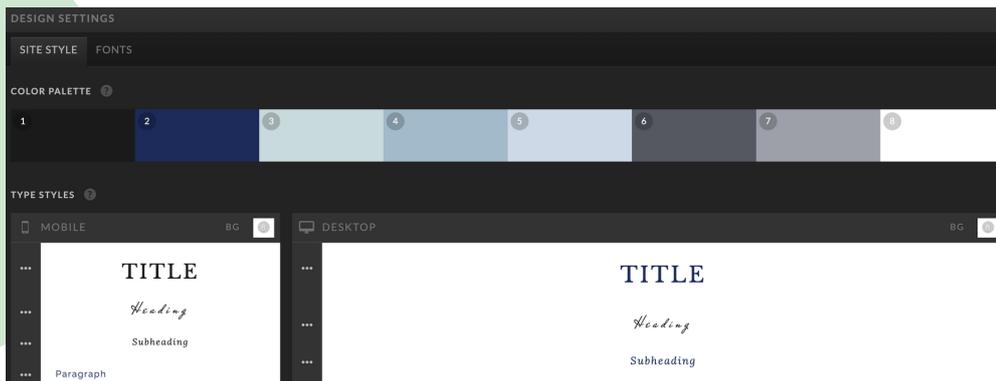
Subheading

Actual Properties Panel inside Showit

FONTS

TITLE FONT

HEADING FONT

SUBHEADING FONT
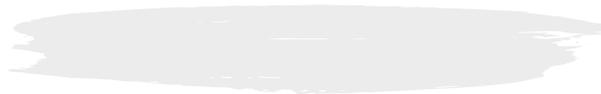
PARAGRAPH
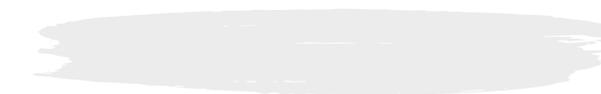
Color is a visual language we all speak without knowing or trying. Using color intentionally will help give your site personality, emotion and direction. *Check out this article on how to choose your brand colors!*

COLORS

MAIN COLOR & HEX

FIRST ACCENT COLOR & HEX

SECOND ACCENT COLOR & HEX

FIRST NEUTRAL COLOR & HEX

SECOND NEUTRAL COLOR & HEX

There is room in the Showit builder for 8 colors. You are definitely going to want basic colors like black and white, for simple things like text color and plain backgrounds. They don't HAVE to be black and white, but those are common colors people have on their websites. You can change the colors of the fonts you use, just make sure it's not too light and then people can't even read your brilliant copy!

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When you've taken inventory of the entire template, done the work to clarify and defined your brand, this copy will really just be a matter of plug & play. Anywhere on the site that needs a block of text, you'll have already done the work beforehand so the language will come easily!

COPY

HOME PAGE ☐

ABOUT PAGE ☐

CONTACT PAGE ☐

CALL TO ACTION ☐

MAIN BLOG PAGE ☐

ADDITIONAL PAGES ☐

If you need more help, we are here for you! Just email us at help@showit.co ! And we have more resources at Showit.co/help and Youtube.com/Showit

Oh, and join the Showit Facebook Group, where there are other users just like you working on their sites, asking questions, and passing on the knowledge they have gained from launching their Showit sites!

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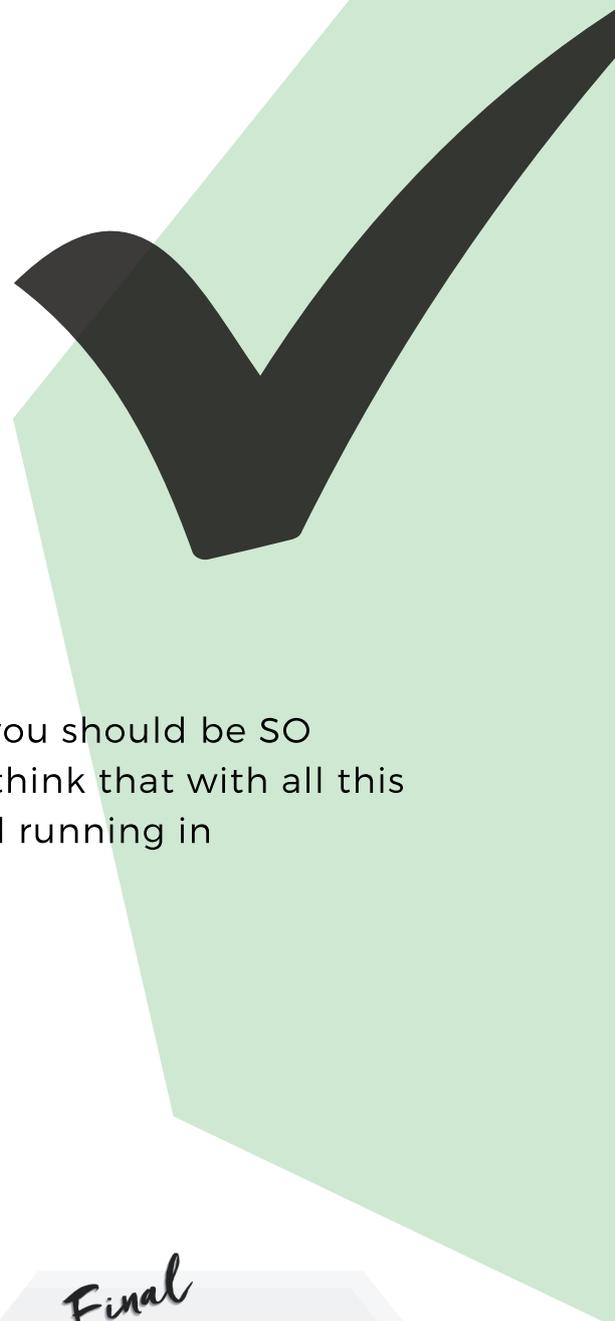
PRE-BUILD CHECKLIST

FRIEND!

You've made it to the bottom of the list! And you should be SO proud and excited! We believe in you and we think that with all this work done - you will have your website up and running in absolutely no time at all!

WAY TO GET THINGS DONE!

Final

TIP

If DIY isn't your thing, check out our amazing Design Partners!

And this work wasn't for nothing! Because now that you've filled out this PDF, you have all the details a designer will be asking for anyway!