Pre-Website Homework Checklist

PREPPING TO MAKE WEBSITE-MAKING A BREEZE

Franklin & Willow

EST. 2017

Pre-Website Homework Checklist

☐ ## 1. Poll your audience.

Use Instagram stories to poll your current and future guests. Having a clear understanding of your dream guest will lead to better design decisions, and ultimately a more effective website.

Read the Blog Post

☐ ## 2. Nail down your brand colors.

Use color psychology to drive your color choices and steer on the side of neutral with a few recognizable colors thrown into the mix.

Read the Blog Post

☐ ## 3. Establish your brand font suite.

Select 2-3 fonts for use on your website. If you purchase a Franklin & Willow website template, you are welcome to use the fonts that come pre-installed in the template, as long as you purchase the web license for any premium fonts (we'll tell you if you need to purchase the license).

Read the Blog Post

☐ 4. Schedule your brand photoshoot.

If you want to make the most of your website and have it turn out the way you're envisioning, you need to invest in a brand photoshoot. Choose a photographer who's posing and editing style compliments your overall aesthetic (light & airy vs. dark & moody, etc.)

Read the Blog Post

☐ 5. Gather your reviews in one place.

If you don't yet have reviews, consider reaching out to a few of your guests to collect a review. Gather these reviews in a Google doc for easy access.

Read the Blog Post

☐ 6. Brain dump onto a Google Doc.

Use the prompts in the blog post below to "download" some of the core pieces of your brand which will ultimately end up guiding your website copy.

Read the Blog Post

☐ 7. Prepare your email list opt-in.

If you have an email list and want to promote your freebie and collect email addresses from your website, you'll need to set everything up ahead of time.

Read the Blog Post

☐ 8. Set up your booking system.

Make sure your online booking system is all set before creating your website. Most booking software is compatible to integrate with your Showit website.

Read the Blog Post

☐ 9. Write your website copy.

Use your brainstorm from an earlier step to start writing your website copy. Use the blog post below as a guide for what to write on each page.

Read the Blog Post

☐ 10. Prepare your logo files.

Save all of your logo versions as an .SVG with transparent background (.PNG will work too, but .SVG will look more crisp on your website).

Read the Blog Post

☐ 11. Get your photos web ready.

Rename the file names of each photo to describe the photo and reflect SEO keywords, and compress the file size using a tool like TinyPNG.

Read the Blog Post

☐ 12. Secure your domain name.

I recommend purchasing a domain name from a domain host like **GoDaddy**.

Read the Blog Post

☐ 13. Select your website template.

Using feedback from your poll (step 1) & after nailing down your brand style, select the website template that be the home base for your website.

Select my Website

Need more help with each step?

In the Pre-Website Homework Roadmap, you'll gain access to all of my top resources and pro-tips for each step, as I break down everything piece by piece. With a fillable worksheet to accompany, you'll have the accountability you need to feel ultimate confidence you're making a long-lasting and high-converting website.

Purchase the Roadmap

ONLY $19

Completion of this guide also qualifies you for our template installation service available when you purchase a website template from our shop.

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