



Website Project Planner

for WEB DESIGN CLIENTS

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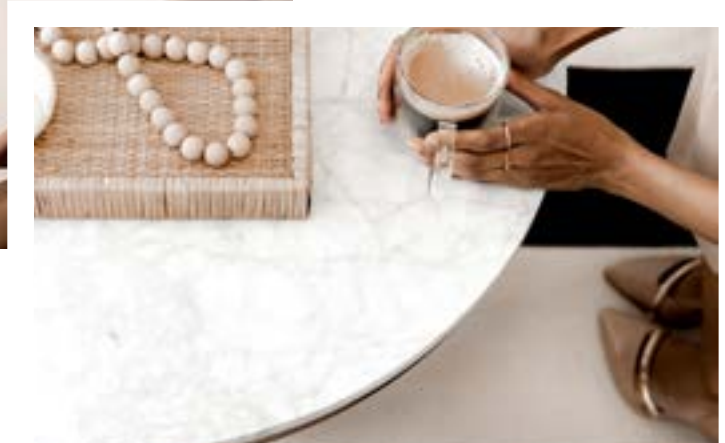
*Got the business idea, it must be time to build
the website right?! Not if you haven't planned
and sorted your:*



PAGES / CONTENT / BRANDING / PHOTOGRAPHY / + MORE!

If you put in the time to manage your project, the end result will be professionally put together site delivered on or before your timeline, within budget and with minimum stress and headaches.

If you fail to properly plan out and execute your project, the consequences can be disastrous, such as - not meeting your deadline, going way over budget with scope creep and late fees, not meeting the expectations of your service providers resulting in termination of contracts, and just a ton of headaches and stress. So we want to avoid this at all cost!



DISCLAIMER

This is not a one size fits all
approach.

Every single service provider is different and will have different timelines, expectations, guidelines and processes, so this planner can be used a general guide but not as 100% exact planner for every service provider out there. This particular planner is based around a general service provider process and in line with the expectations [CreateHERs](#) has of our website design clients. It also provides a generalised view of what other service providers might ask for/expect based on [CreateHERs](#) own experience with working with other service providers. As a general rule, it is best to ask any service provider you are working with what their specific expectations, processes, timelines and guidelines are before you start working with them to ensure you are all on the same page.

A hand holding a glass of coffee next to a string of beads on a woven mat.

SECTION 01.

SCOPE IT OUT

SCOPE IT OUT

Your Investment*

So you've decided it's time for a website for your business, great! Here are some website-related budget things to consider when you first begin to plan out your project - including things you might not think of!

*Cost will vary widely between service providers as well as what they offer so scoping out the overall investment will require some research on your part to find the best provider for your business.

WEBSITE ALONE	COST	SERVICE PROVIDERS	COST
Personal/portfolio site <i>(3+ pages, template-based, basic with CV or work)</i>	\$2,000+	Copywriter <i>(copy for site pages, blog content etc)</i>	\$600+
Standard site <i>(6+ pages, no ecommerce, template-based)</i>	\$4,000+	Photographer <i>(business imagery, product photography etc)</i>	\$600+
Blog/podcast site <i>(blog or podcast focused, 4+ pages)</i>	\$4,500+	Graphic Designer <i>(logo, full branding, digital assets, email graphics etc)</i>	\$800+
Membership website <i>(4-6 pages, template-based with custom coding)</i>	\$4,500+	SEO Expert <i>(SEO-specific things designer/copywriter might not cover)</i>	\$200+
Ecommerce website design <i>(4-6 pages, ecommerce, template-based)</i>	\$6,000+	Marketer/Ads/Sales	\$200+
Advanced/completely custom site <i>(6+ pages, custom-built, additional features)</i>	\$10,000+	Lawyer/Legal	\$300+

ADD ONS / EXTRAS / ONGOING COSTS	COST
Custom domain	\$20+ p/y
Website hosting	\$30+ p/m
Custom email address	\$5+ p/y
Additional content uploading	\$15+ p/h
Newsletter setup/design	\$300+
Support hours/additional support <i>(above and beyond what is included in createhers.com package/after project is completed)</i>	\$150+
Legal documents <i>(Ts&Cs, privacy policy, returns policy, contracts etc)</i>	\$200+
Additional web graphics	\$200+
Third party platforms	\$15+ p/m
Premium plugins / fonts / stock photos	\$20+

p/y = Per Year p/m= Per Month p/h = Per Hour

*Costs shown are purely a general idea of services/providers only and rates will vary between countries and each specific business and project needs.

SCOPE IT OUT

Get your *budget* sorted

Use the table below to begin to plan out your budget and investments. Write down any figures you know of or have been quoted for and prepare your budget for your project.

Essential Project Investments	Cost
Website Design (<i>obviously</i>)	
Total Project Investment:	

SCOPE IT OUT

Who do you need on your *dream* team?

Your dream team will depend on your unique strengths/weaknesses/skills you bring to the team as well as the specific project needs (i.e. Product site vs Blog site may need different people). The more you are able to do, the less members you'll need and the less you are able to do, the more you may need to seek professionals who can help. Use the table below as a guide and then build your team using the template on the next page!

PROJECT LEADER (YOU – THE CLIENT) NAME: Jane Doe BIZ NAME: Jane Doe Co. TO FOCUS ON – 1. Sorting product shipping for launch 2. Contacting and managing service providers 3. Conveying who target audience is		NOTES: • Check with website designer what's needed from me • Call photographer to book in shoot time • Let the team know I'm 100% available (no holiday until this is done!)
WEBSITE DESIGNER NAME: Karren Koe BIZ NAME: Karren Design TO HELP ME WITH – 1. Designing website 2. Adding my Dubsado links to site 3. Providing training afterwards	GRAPHIC DESIGNER NAME: Sammy Soe BIZ NAME: Sammy Design TO HELP ME WITH – 1. Branding 2. Business cards 3. Packaging	PHOTOGRAPHER NAME: John Roe BIZ NAME: John Roe Photos TO HELP ME WITH – 1. Choosing image style/shots 2. How to pose for brand shots 3. Product photos too!
LAWYER/LEGAL NAME: Norma Noe BIZ NAME: Norma Noe Legal TO HELP ME WITH – 1. My web legals 2. Returns policy 3. Packaging warning labels	COPYWRITER NAME: Vince Voe BIZ NAME: Vince Voe Copy TO HELP ME WITH – 1. My website page content 2. Product descriptions 3. Brochure that goes w products	BUSINESS COACH NAME: Jackie Joe BIZ NAME: Jackie Joe Coaching TO HELP ME WITH – 1. How to price 2. How to scale the biz 3. Where to from here
ADS/MARKETING STAR NAME: Yvonne Yoe BIZ NAME: Yvonne Yoe Marketing TO HELP ME WITH – 1. Facebook ads 2. Running sales 3. Marketing strategy	PERSONAL ASSISTANT NAME: Marta Moe BIZ NAME: Marta Moe VA TO HELP ME WITH – 1. Collating my content 2. Working in Dubsado 3. Setting up my socials	EMAIL/CAMPAIGN GURU NAME: Larry Loe BIZ NAME: Larry Loe Marketing TO HELP ME WITH – 1. Setting up Mailchimp 2. Campaign strategy 3. Newsletter design

SCOPE IT OUT

Build your own *dream* team

PROJECT LEADER NAME: BIZ NAME: TO FOCUS ON – 1. 2. 3.		NOTES:
NAME: BIZ NAME: TO HELP ME WITH – 1. 2. 3.	NAME: BIZ NAME: TO HELP ME WITH – 1. 2. 3.	NAME: BIZ NAME: TO HELP ME WITH – 1. 2. 3.
NAME: BIZ NAME: TO HELP ME WITH – 1. 2. 3.	NAME: BIZ NAME: TO HELP ME WITH – 1. 2. 3.	NAME: BIZ NAME: TO HELP ME WITH – 1. 2. 3.
NAME: BIZ NAME: TO HELP ME WITH – 1. 2. 3.	NAME: BIZ NAME: TO HELP ME WITH – 1. 2. 3.	NAME: BIZ NAME: TO HELP ME WITH – 1. 2. 3.

SCOPE IT OUT

The *smartest* order to work in



01. *Business foundations*

The important structural stuff (like a good house, a business must have solid foundations to be successful). You'll need a confirmed business idea (obviously), business name, target audience identified, market tested for viability, business set up, business plan, budget, timeframe, launch date etc. **Begin: NOW! Once you've got those things sorted, then you can get visual!**

02. *Branding*

Bring your business to life with thorough and considered branding. Cover all bases, not just a logo – fonts, colour palette, icons, social media assets, printed collateral, templates etc. **Begin: Branding is the first key milestone needed in your project process so this is top priority.**

03. *Copywriting*

Do your business (and branding + website) justice with well written content and messaging. A beautiful design can't stand up on it's own if your values are purpose aren't conveyed properly or if the spelling/grammar needs work. **Begin: The same time as branding or slightly after if your copywriter wants a general visual style to be inspired by.**

04. *Photography*

The fourth cornerstone of a professional business. If you've invested in quality branding – ensure it shines with beautiful photography. Copywriting and design is wasted if your images aren't crisp and purposeful. **Begin: If you need product photography, you'll need to start this after branding/copywriting, however if you need only headshots or general imagery, you can get generally get started ASAP using a moodboard.**

05. *Social Media*

A key element to your business strategy, social media set up/design can come towards the later stage after 1, 2, 3 and 4. **Begin: It will use a combination of the above elements which means it's a great one to start after all other design elements have been finalised (but ensure it's set up before the website kicks off!).**

06. *Website*

The final cherry on top! Your website should be the very last piece to the puzzle, but by no means is it the lowest priority. Your website is your online home for your beautiful branding, copywriting, photography and social media which means it needs to have only the best content added to it. **Begin: After all the above items have been proofed, finalised and confirmed.**

11 CONSIDERATIONS

for Establishing your Ideal Launch Date

Budget - check! Team - check! Now to establish a deadline or launch date for createhers.com to be live for. This goes hand in hand with the next page (when to reach out to providers) but it helps immensely to have a plan in mind for when you'd like your site to be ready to go when you start speaking to those you'd like on your team.

Considering these questions when choosing your project launch date:

1. How BIG is your actual project?

Consider your start point - are you starting from scratch (needing branding, photography, marketing, copywriting and then a brand new site design, the whole shebang) OR have you already got a lot of content in place e.g. an (old) but up and running site that could be overhauled, or photos that are still relevant that don't need retaking etc.

2. Planning a holiday or time off?

Are you planning any personal holidays or time off where you wouldn't be available for calls/emails. which may impact the launch date?

3. Any major life events on the horizon?

Do you have any major life events like a wedding, birth, moving cities or a conference coming up that may impact your availability to work on your project?

4. When will you have the most ideal funds?

Just bought or planning to buy a house? Partner just been laid off? Consider pushing the deadline out until you know you can pay service providers and won't have any money stress. Alternatively, just sold some assets, or in a really good space financially? This may be the time to go for it so consider bumping the launch date up sooner.

5. How many timelines are you working with?

What is your input into createhers.com, will you need to build a larger team to help or can you do a lot of the pre-work yourself? Consider how long will might take to get areas of your project completed.

6. How much time can you put aside?

If you are doing a lot of the pre-work yourself, are you able to allow time each week to get that work done to stay in line with when you want to launch?

7. Might you need to wait on stock?

If product-based, will you need to be getting in stock before the site can be launched? Or do you have stock but need packaging? Consider how long this may take and plan the launch date accordingly.

8. Is your business seasonal?

Could you choose a launch date that could be relevant to createhers.com going live, such as a complimentary season or time of year? (i.e. a bikini website launching at the start of summer).

9. Does your business have a special focus?

Could you consider a launch date to coincide with a relevant holiday or special time in someone's life? (i.e. a new florist website launched around Valentine's day could drive more sales).

10. Events you'd love to coincide with?

Are there any big events coming up that you would want to launch around? (i.e. you are in the fashion industry and Fashion Week is on which means there are more eyes on style around that time) .

11. Events you'd rather avoid coinciding with?

Are there any big events coming up that you would NOT want to launch around? (i.e. you are in the food industry and a major food festival is on which may overshadow your own launch).

MY IDEAL WEBSITE LAUNCH DATE IS:

SCOPE IT OUT

When to begin *project* prepping

Fantastic – you’ve now scoped out your budget as well as who you’ll need to work with AND thoughtfully considered a project deadline/launch date. Now to establish the best time to either get in touch with your service providers OR if you are DIYing it, when to begin prepping your own content. IMPORTANT: Apart from being wildly amazing and sought after for their skills (so booking availability), service providers will need time to finalise every piece of design, copywriting, photo editing and newsletter set up etc which means it needs to be factored into your project timeline. Example below:

WEBSITE PROJECT ESSENTIALS	DOING IT YOURSELF (DIY)	WORKING WITH A CREATIVE *
BRANDING/GRAPHIC You may need: A logo, alternate logos, submark, icon, pattern design, brand guidelines, colour palette, fonts, website graphics, social media graphics etc.	1-2 WEEKS Allow for: your own availability, time to learn design, research, feedback from target audience, choosing colours, choosing and sourcing fonts	2-4 WEEKS Also allow for things like: availability + refinement rounds
COPYWRITING You may need: 6+ page copy, brand messaging and strategy, page descriptions and SEO, product descriptions, copy for product packaging, marketing materials and emails etc.	2-5 WEEKS Allow for: your own availability, time to learn writing skills, research, feedback from target audience etc	3-5 WEEKS Also allow for things like: availability + refinement rounds
PACKAGING (IF APPLICABLE) You may need: Packaging for one or multiple products, shipping package design, custom wrapping paper, other print collateral etc	4-5 WEEKS Allow for: your own availability, time to learn design, research, feedback from target audience, choosing colours/fonts, copywriting for labels etc	2-3 WEEKS Also allow for things like: availability + refinement rounds
PHOTOGRAPHY You may need: Solo or team shots, headshots, brand photography, product photography, general imagery, location shots etc.	1 WEEK Allow for: your own availability, time to learn photography, research, feedback from target audience, editing time, sourcing camera equipment etc	3 WEEKS Also allow for things like: availability + editing time
EMAIL/MARKETING SET UP You may need: Your email marketing platform set up (like Mailchimp), campaigns created, mailing lists set up, newsletter design etc.	3-4 WEEKS Allow for: your own availability, time to learn how to set up email marketing, campaigns, write the copy, design the newsletter, set up the lists etc	3-4 WEEKS Also allow for things like: availability + setup and testing
OTHER You may need additional work done like: legal documents, third party platforms set up, shipping and payment gateways set up etc. Factor in extra time padding to act as a buffer.	3-4 WEEKS Allow for: your own availability, time to learn how to set up email marketing, campaigns, write the copy, design the newsletter, set up the lists etc	3-4 WEEKS Also allow for things like: availability, refinement rounds, set up etc
WEBSITE DESIGN You may need: a brand new site or a site overhaul, multiple pages, 404 page set up, pop up design, embeds and integrations, custom coding, hosting and domain set up, mobile responsive design etc.	3-20+ WEEKS Allow for: your own availability, time to learn how to edit a website or design a site, collate your content, add content, connect domain and hosting, add your branding, test functionality etc	4-10 WEEKS Also allow for things like: availability, refinement rounds, SEO, domain connection time etc
WEEKS IN TOTAL:	15 WEEKS* (Roughly, some work can be done at the same	12 WEEKS* (roughly, some work can be done at the same time)
WEEKS UNTIL DEADLINE:	4 WEEKS (not enough time! A good way to see what needs doing and by when, and if that's possible or not)	
WEBSITE LAUNCH DATE:	{DAY / MONTH / YEAR}	

*Every project will have unique needs as well as every service provider will have a different timeline depending on scope. This is a rough estimate only.

SCOPE IT OUT

When to begin *project* prepping

Use the table below to scope out your own timeline for mapping your project and ensuring you can make your deadline. You can also use it when working with service providers and asking them what their timeline for a project is and then note that down here to see if it's going to work or not with your timeline, and if the deadline/launch date then needs to be adjusted accordingly.

WEBSITE PROJECT ESSENTIALS	DOING IT YOURSELF (DIY)	WORKING WITH A CREATIVE *
ESSENTIAL 1:	/ WEEKS	/ WEEKS
ESSENTIAL 2:	/ WEEKS	/ WEEKS
ESSENTIAL 3:	/ WEEKS	/ WEEKS
ESSENTIAL 4:	/ WEEKS	/ WEEKS
ESSENTIAL 5:	/ WEEKS	/ WEEKS
ADDITIONAL ESSENTIALS:	/ WEEKS	/ WEEKS
WEBSITE DESIGN	/ WEEKS	/ WEEKS
WEEKS IN TOTAL:		
WEEKS UNTIL DEADLINE:		
WEBSITE LAUNCH DATE:		

A woman with dark hair, wearing a white top, is looking at a laptop screen. The laptop is open, and the screen is visible. The background is a soft, out-of-focus light color.

SECTION 02.

GET INFORMED

GET INFORMED

Anatomy of a website page

This is createHERs.com Favicon. Your brand designer should provide this OR your site designer may include this.

This is a banner image, also referred to as a header or hero image. Horizontal or landscape images are best for these sections.

This is an a banner or background image. Horizontal or landscape images are best for these sections.

This is a third section/index that contains more content such as an image, title, buttons or links and a description

This is a fourth section/index that is also a call to action section. Because it is next to the footer, it is often referred to as a 'pre-footer' section. It should take your user to somewhere important and have purpose.

This is your site name (usually CreateHERs).

This is your custom domain. It is what will come up when people search for your site in Google.

This is a folder. It can contain pages, external location links such as a portal, links to social media or even to downloadable resources

These are heading styles. Heading 1 is generally the largest, Heading 2 is generally a bit smaller

This is a section or index containing a heading and body copy (often a short introduction).

This is a second section/index that contains more content such as an image, title, buttons or links and a description

This is an image block, it can be any dimension depending on what the focus of the image is.

These are footer links. Often referred to as a sitemap of a website. These should be thoughtfully chosen as they have users navigate the site.



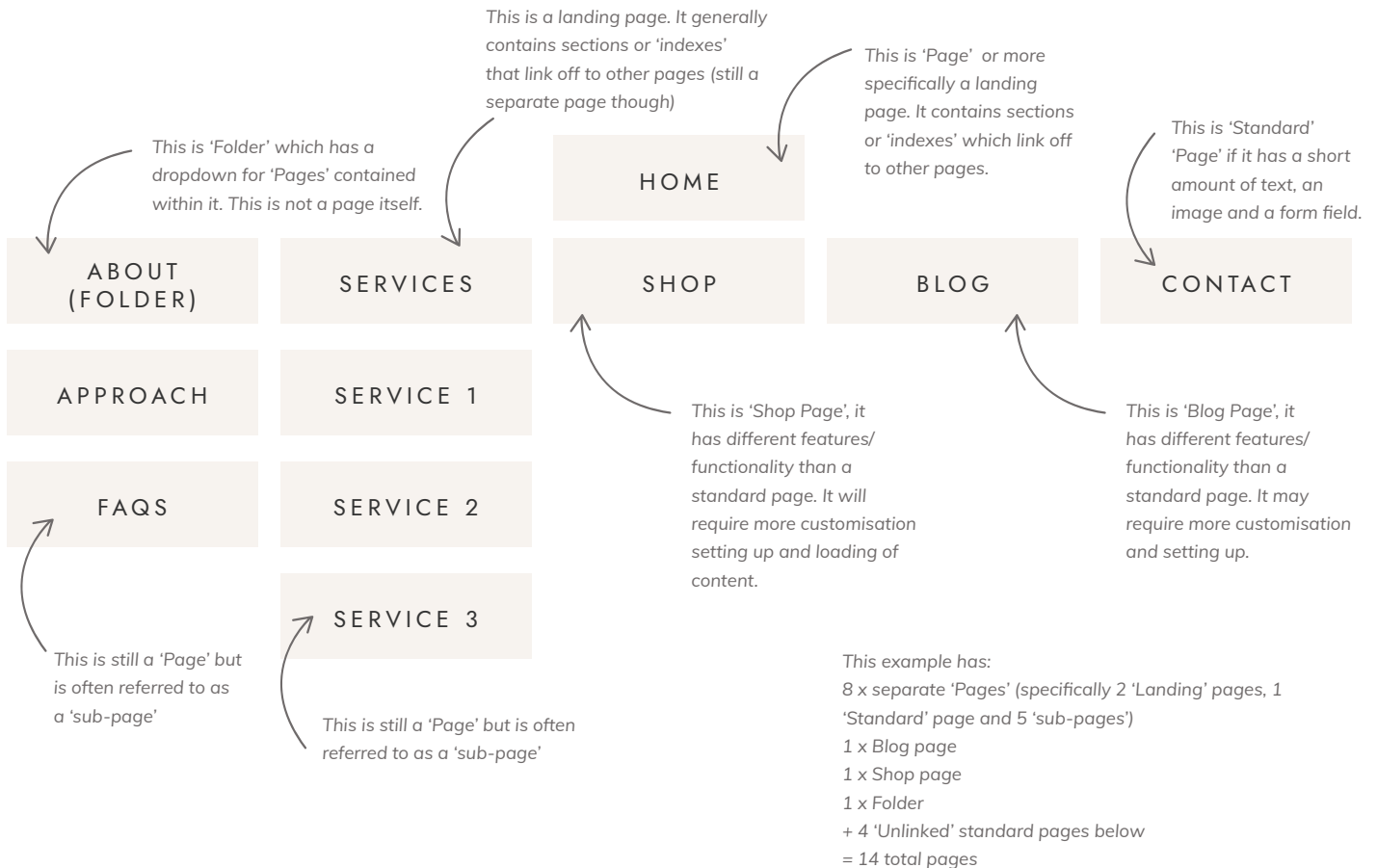
GET INFORMED

Anatomy of a *website*

Below is a guide with an example of a 'Sitemap' as well as explanations (pages + folders + subpages etc)

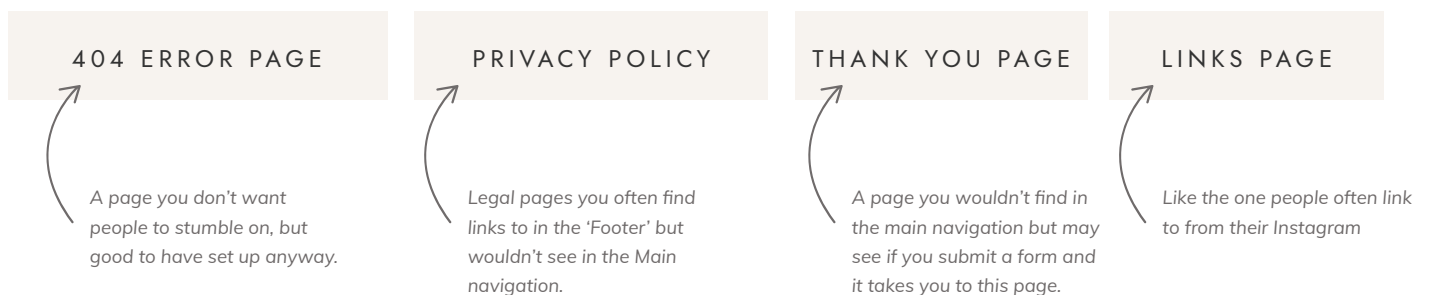
'MAIN NAVIGATION'

(What the public can see at the top of createhers.com. Also often referred to as 'Header links')



'UNLINKED' PAGES

('Unlinked' pages are pages that are live on your site but are not in the 'Main Navigation' meaning they can't be accessed unless you provide a link for them somewhere else, such as the 'Footer')



GET INFORMED

Website Term Glossary

Basically learn what the heck your designer is talking about when they refer to these certain things.

Sitemap:

A sitemap is what is show visually on the page before. It is the structure of a website broken into an easy to understand and navigate layout. Technically speaking it also what is submitted to Google for SEO purpose but that's just too much jargon to explain right now!

Main Navigation:

Sometimes referred to as 'Header links' also. When your designer refers to this, this means they are talking about the links at the very top of your site that go to your most important pages. These main navigation links are what can be readily seen and accessed by your users when browsing your site, so are important to choose wisely when selecting your main navigation links.

Unlinked Pages:

These are simply pages that are not in the main navigation and can only be accessed if you provide a link for them somewhere on the page. A common example of an unlinked page would be a Privacy Policy page - you won't find it in the main navigation but there will be a link to it usually in the footer of a site.

Standard Page (and sub-pages):

This differs between designers, but generally a standard page is simple, may have only one section or index and will just have one image and some text or a form field. A standard page can be referred to as a 'Sub-page' if it gets moved into a Folder, or linked to from a 'Landing' page.

Landing Page:

A landing page will be made up of multiple sections or indexes and will have many calls to actions, links to other pages and generally will be a lot more full of content/take more time to create. Homepages are generally landing pages, as are sales funnel pages.

Index or Sections:

These are explained visually on the next page. A website homepage is a good example of a page with indexes/sections. The idea of having multiple sections is to break out important content and give it its' own space on the page, whether that is a different coloured background, or just more space in general.

Shop Page:

A Shop page has an entirely different set up to a standard or landing page. You can add products here (which have their own product pages) and you can also tag/categorise products, set shipping, pricing etc, the checkout experience etc which means a separate Shop page will usually cost a bit more depending on your designer/needs.

Blog Page (or Podcast):

A Blog (or Podcast) page has an entirely different set up to a standard or landing page. You can add posts here and you can also tag/categorise each post, add a time/date published and is generally a more dynamic way of presenting content that can be updated more often than creating separate standard pages.

Folder:

This is not *generally* a page, but a container that holds pages. This will depending on what website platform you are using though. Usually if your user clicks on a Folder link they will be taken to the first page within that folder. You would use a folder to contain pages in a dropdown so as not to clutter up your main navigation but still have the pages there ready to be accessed.

Footer:

The 'footer' of a page is simply a section at the bottom of the site that can have links to pages not in the main navigation (like a Privacy Policy), links to pages within the site as well as any other content you might like there (often a newsletter signup or an Instagram feed). The purpose of the Footer is to offer a secondary way for your audience to navigate your site, so it's important to think where you might want to send people and choose your links thoughtfully for the footer.

404 Page:

This page is what pops up on your site if your user accidentally types in the wrong URL, if the page is missing or if you have linked to a page that isn't quite correct. Generally speaking if your site is set up correctly no one should ever see this page HOWEVER errors happen from time to time so it's good to have a nicely designed custom 404 page set up in the Unlinked section just in case.



SECTION 03.

GET IT SORTED

GET IT SORTED

Plan your *own* Sitemap

Need a visual way to plan out your site? Use the simple sitemap method to work out what pages you need, what sub-pages, what additional pages you'll need etc.

MAIN NAVIGATION

UNLINKED PAGES

--	--	--	--	--	--

GET IT SORTED

What *pages* do you need?

PAGE TITLE — E.G. HOME

01.

PAGE DESCRIPTION

What is this page all about, what does it do or must clearly demonstrate, what does it need to contain, what are its requirements or must-haves.

PAGE TITLE — E.G. BLOG

04.

PAGE DESCRIPTION

What is this page all about, what does it do or must clearly demonstrate, what does it need to contain, what are its requirements or must-haves.

PAGE TITLE — E.G. ABOUT

02.

PAGE DESCRIPTION

What is this page all about, what does it do or must clearly demonstrate, what does it need to contain, what are its requirements or must-haves.

PAGE TITLE — E.G. PORTFOLIO

05.

PAGE DESCRIPTION

What is this page all about, what does it do or must clearly demonstrate, what does it need to contain, what are its requirements or must-haves.

PAGE TITLE — E.G. SERVICES

03.

PAGE DESCRIPTION

What is this page all about, what does it do or must clearly demonstrate, what does it need to contain, what are its requirements or must-haves.

PAGE TITLE — E.G. CONTACT

06.

PAGE DESCRIPTION

What is this page all about, what does it do or must clearly demonstrate, what does it need to contain, what are its requirements or must-haves.

GET IT SORTED

What *additional* pages do you need?

PAGE TITLE — E.G. SHOP

07.

PAGE TITLE — E.G. EVENTS

10.

PAGE DESCRIPTION

PAGE DESCRIPTION

What is this page all about, what does it do or must clearly demonstrate, what does it need to contain, what are its requirements or must-haves.

What is this page all about, what does it do or must clearly demonstrate, what does it need to contain, what are its requirements or must-haves.

PAGE TITLE — E.G. FAQs

08.

PAGE TITLE — E.G. RESOURCES

11.

PAGE DESCRIPTION

PAGE DESCRIPTION

What is this page all about, what does it do or must clearly demonstrate, what does it need to contain, what are its requirements or must-haves.

What is this page all about, what does it do or must clearly demonstrate, what does it need to contain, what are its requirements or must-haves.

PAGE TITLE — E.G. PODCAST

09.

PAGE TITLE — E.G. LEGAL

12.

PAGE DESCRIPTION

PAGE DESCRIPTION

What is this page all about, what does it do or must clearly demonstrate, what does it need to contain, what are its requirements or must-haves.

What is this page all about, what does it do or must clearly demonstrate, what does it need to contain, what are its requirements or must-haves.

Consider these *questions* before sourcing images



1. How important is it to come across as professional and unique to your audience?

If this is super important, consider going with a professional photographer or possibly looking into paid stock photography that is very high resolution and a bit more unique than free stock. If this isn't something important to you, free stock will be fine, just try to look for images that are cohesive together and not overly used.

2. Is your audience interested more in who you are or more in the service you provide?

If they will be super interested in who you are, use professional photographer to capture you in a branded photoshoot or headshots. If they are more interested in the service you provide, a photographer will be able to capture the essence of your services OR go with free/paid stock that could be a more affordable, general option.

3. Do you sell physical products?

I.e. art prints, notebooks, body scrubs etc. If so, you are going to want to enlist the help of a photographer take these photos and ensure your products are captured beautifully.

4. Do you sell online/digital products?

I.e. ebooks, planners, PDF guides etc. If so, Photo Mockups might be the way to go for you. These are pre-made editable mockups usually taken by a photographer but are more affordable, ready for use right away and you can endlessly reuse them.

5. Do you sell services?

I.e. are you a creative, interior stylist, architect, hair dresser etc. If so, your physical work will be the most important thing to showcase and in which case a combination of professional photography and mockups will be the best course of action. If your business niche isn't too specific, you may even be able to use free stock if it doesn't say if you needed an image of any chair instead of a specific one you've styled for instance.

6. Are you the service?

I.e. mentor, PT, coach, lawyer etc. If so, you'll want dedicated and specific headshots and brand photography that shows YOU. This won't be achievable with free stock imagery. You'll want to source a photographer that can shoot you in a style that is complimentary to your business and audience.

7. Do you have a physical location people can visit you/buy/try things

I.e. a clothing store, an office, a wedding dress boutique etc. If so, you will need to use a professional photographer to capture your space and ensure people will want to visit immediately.

8. Want people to know who they are working with/person behind the brand?

Not a coach or a mentor etc but still want people to know who they are working with/buying from? You'll want to use a photographer to capture you in your best light so people can see more of the person/team behind the business name.

9. Do you have in your budget room for a professional photographer

The biggest consideration when sourcing images. If you have room in your budget to use a photographer, it is highly recommended. They know what they are doing, can help with shots needed, choose the best light and space for photos, do all the editing and have all the equipment ready to go. If not, free and paid stock is the next best thing and is probably preferable to DIY photography/cellphone photos unless you are very confident in your abilities.

GET IT SORTED

Where to source images

PROFESSIONAL BRAND/PRODUCT PHOTOGRAPHERS		PHOTO MOCKUPS	
Pros: · Perfectly suited to your unique business needs · Highest resolution · Immediately will match your branding and style · All shots at your fingertips ready to use	Cons: · May be more expensive · Might have a longer turn around time for editing	Pros: · Best for products · Can be very high res · Use over and over again · Medium turn around time to download and edit · Better for budget	Cons: · You may need to learn how to use Photoshop · Won't always match your specific style/branding · May take time to learn how to edit
FREE STOCK IMAGERY SITES		PAID STOCK IMAGERY SITES/LIBRARIES	
Pros: · Medium-High resolution · Great for budget (free) · Great for general shots if you don't need anything specific · Lots to choose from · No turn around time, immediate download and use	Cons: · Generic images not unique to your business · Can often be spotted as free stock · Commonly used by others so not always unique · Hard to find exact images that work together AND fit your business	Pros: · High resolution · Even more to choose from · Better for budget · No turn around time, immediate download and use · Can often find whole sets of complimentary images	Cons: · Generic images not unique to your business · Can sometimes be spotted as a stock photo · Can be expensive for the good pictures or sets

RECOMMENDED: [ADD SITE LINK HERE](#) / [ADD SITE LINK HERE](#) / [ADD SITE LINK HERE](#)

*Affiliate links. Please note I will only ever recommend providers and services I absolutely love and use myself.

Website Content *Checklist*

SITEWIDE / GENERAL

- ☐ Logo
- ☐ Branding - fonts, colour palette, graphics
- ☐ Social media profile links
- ☐ Pop up content (text, image, action)
- ☐ Main navigation links
- ☐ Footer sitemap links
- ☐ Legal links
- ☐ Contact information
- ☐ Favicon
- ☐ Social sharing image
- ☐ SEO description

HOME PAGE

- ☐ Header/Banner Image
- ☐ Main content and images
- ☐ Main headline/tagline
- ☐ Header button text
- ☐ Short about/intro
- ☐ Calls to action
- ☐ Section content
- ☐ Newsletter subscription content

ABOUT

- ☐ Page title
- ☐ Header/Banner Image
- ☐ Main content and images
- ☐ Social media links
- ☐ Certifications or Accreditations
- ☐ Media or further reading links
- ☐ Call to action
- ☐ SEO page description

SERVICES

- ☐ Page title
- ☐ Header/Banner Image
- ☐ Main content and images
- ☐ Summaries
- ☐ Pricing
- ☐ Calls to action
- ☐ SEO page description

BLOG/PODCAST

- ☐ Page title
- ☐ Blog posts or show notes
- ☐ Post thumbnails
- ☐ Sidebar content
- ☐ Categories
- ☐ Tags
- ☐ Email opt in
- ☐ Audio file embed links
- ☐ SEO page description

SHOP

- ☐ Page title
- ☐ Products
- ☐ Title
- ☐ Category
- ☐ Description
- ☐ Variations (color, feature, scent, ingredients etc)
- ☐ Image
- ☐ Price
- ☐ Inventory/stock
- ☐ Dimensions and Weight (if calculating shipping)
- ☐ Shipping method(s) and costs
- ☐ Payment method(s)
- ☐ Discounts/coupons
- ☐ Customer notifications personalised text
- ☐ SEO page description

CONTACT

- ☐ Page title
- ☐ Location/store image
- ☐ Hours/timezone
- ☐ Phone number
- ☐ Email address
- ☐ Contact form fields
- ☐ Physical location for map
- ☐ Supporting text
- ☐ Areas serviced
- ☐ SEO page description

SUPPORTING CONTENT

- ☐ Downloads and Resources
- ☐ Text for all buttons, subscribe, sign ups
- ☐ Testimonials (optional: images, links)
- ☐ 404 page content
- ☐ Dubsado embed codes or links (client to generate)
- ☐ Video embed code (client to generate)
- ☐ Email account access (Mailchimp, Flodesk etc)
- ☐ Domain registrar login details or delegate access
- ☐ Mailing lists to add subscribers to
- ☐ FAQs

TRACKING / SCRIPTS / PLUGINS

- ☐ Facebook pixel code
- ☐ Analytics code
- ☐ Live chat script
- ☐ Plugin or integration codes for third party tools

LEGAL

- ☐ Privacy Policy
- ☐ Terms and Conditions
- ☐ Copyright statement

GET IT SORTED

Website Content Planner

SITE START DATE:

TO DO:

TO CONTACT:

TO RESEARCH:

LAUNCH IDEAS:

LAUNCH/DEADLINE:

CHECKLIST:

- ☐ Research ideal audience for website
- ☐ Decide on what pages are needed
- ☐ Research inspiration (get pinning!)
- ☐ Begin drafting page content OR
- ☐ Seek out a professional copywriter
- ☐ Begin sourcing images for the site pages OR
- ☐ Seek out a professional photographer
- ☐ Purchase custom domain name + email address
- ☐ Set up any newsletter lists + funnels
- ☐ Set up any 3rd party forms that need embedding
- ☐ Proof, grammar/spellcheck content
- ☐ Decide on final image/image options for site
- ☐ Review and finalise content for website
- ☐ Check links/social handles/passwords are correct
- ☐ Complete all homework set by designer
- ☐ Collate all content in one location (like a folder)
- ☐ Share finalised content with site designer

NOTES:



SECTION 04.

GET PREPARED

GENERAL WEBSITE PROCESS

3-4 WEEKS PRIOR		
50% deposit invoice paid + project contract signed Project scheduled, added to calendar + questionnaire sent Commence filling out project questionnaire, gathering and finalising content/imagery		
WEEK 1	WEEK 2-5	WEEKS 3-5
Questionnaire, finalised and proofed content due Monday morning Sit back and relax for 2 weeks! Start outlining and drafting site design	Design site, test functionality, add business information, upload content, format text, add branding, optimise images, style colours and fonts, implement custom code, work on third-party integrations, upload ecommerce products etc	First draft of website sent for review Feedback Round 1 provided after 3 business days Feedback applied to website and resent for review
WEEK 6	WEEKS 7-8	WEEK 9
Feedback Round 2 provided after 3 business days Feedback applied to website and resent for review Sign-off of final design or purchase additional refinement rounds	Any final refinements made Run through final site checks for links, styling, functionality and SEO Launch date is planned (or Coming Soon page implemented)	Domain is connected to website Hosting plan purchased Excited because your site is now live! Final SEO is implemented
POST LAUNCH		
Book in a time for online training session Provide 1.5 hour training session + Help Guide for editing new site Available for any additional design work or adding pages, just ask!		



CLIENT



WEBSITE DESIGNER

Timezones/Weekends/Holidays

Designer dependent but usually you will never be expected to work or answer emails on weekends/holiday and no matter the timezones you will both only ever reply in your own standard working hours.

Refinement Rounds

Designer dependent but usually there are 2-3 rounds of feedback included in a project timeline. To stay on schedule, feedback needs to be made within a certain amount of days (3-5 usually) to ensure you get the full amount of feedback time if it's needed.

Rushed / Delayed / Out of Scope

Designer dependent but usually any part of a project that needs to be rushed, delayed without appropriate notice or falls outside of the project scope/timeline will need to be quoted for separately and for an additional fee.

7 BEST PRACTICES

for Content Preparation

01 / SET A DEADLINE/LAUNCH DATE

Have a set date you want to launch createhers.com around, such as a big event or holiday period? Great! This means you can plan out and consider what needs to be done between now and your deadline to ensure you can launch on time. Besides just your copy, you may need branding, imagery, graphics, sales funnels and more! So make sure to factor in all these things when preparing your content and setting your deadline as you'll be in charge of managing each of these areas to get your designer the content they need.

02 / MANAGE + PRIORITISE

Investing in a website project isn't just financial, it's a time investment too! You will need to prioritise time to prepare your content and also consider adding extra editing/feedback time if working with a copywriter/photographer. It's also beneficial to schedule in createhers.com content prep around times you can be involved to avoid delaying the process (like taking a holiday mid-prep, or being out of reception when you are needed for feedback input!). Your designer (unless specified) is not your personal time manager or project manager so it is up to you to manage your time and prioritise any work needed on your end.

03 / TAKE OWNERSHIP

You are investing your hard earned money, time and energy in your designer's services, so you can rest easy knowing they will take full ownership over the design and build of createhers.com (your project success is their priority!). But your input doesn't stop at paying the invoice. Your engagement in YOUR project is also crucial to website success and can only be achieved if you put in the groundwork to ensure it. Note down start dates, read about the process and expectations, reply to emails and communicate clearly if you get stuck/need help/have to delay or something comes up.

04 / START EARLY

As soon as you sign on to work with a designer, they will typically send you out any homework and questionnaires necessary for the website design well in advance of your start date. So although you have until the start date to provide me with the finalised content, it is highly recommended to make a start on it well in advance to save a mad scramble on your end a day before this first milestone.

05 / ASK QUESTIONS

Unsure what content to provide even with the questionnaire prompts? Ask for clarification! The worst thing you can do is decide not to provide something or only write a draft and then only bring it up on the start date. This can cause delays and undue stress so it's best to reach out.

06 / PROOF & CHECK

Your designer may ask you to provide login details for certain platforms if they need to be integrated, or you may need to add links into your copy that go to other sites etc. It is good practice to proof, check and double proof anything you send - ensuring login details are correct and links are going to the correct destination.

07 / PROVIDE EVERYTHING

As a bit of a spoiler to what content is needed from you - it's basically everything and anything you want on the site! You as the client are in charge of providing all content-related material needed on the site, including wording, imagery, links, embed codes if you need to embed a scheduler etc, call to action button text, anything related to copywriting, SEO descriptions and so on. Your designer is charge of the design (unless otherwise stated) and ensuring the site functions as it should.

Roles *and* Responsibilities List

*YOUR WEBSITE DESIGNER IS IN CHARGE OF:	YOU ARE IN CHARGE OF:
✓ Ensuring your site meets its intended purpose ✓ Ensuring the site functions correctly/ has no errors ✓ Testing device responsitivity on Chrome ✓ Making considered design decisions ✓ Optimising your site and imagery ✓ Using website best practices ✓ Integrating plugins and third party platforms ✓ Researching appropriate design styles ✓ Styling with custom coding ✓ Considering your target audience at every turn ✓ Meeting set deadlines ✓ Integrating your branding and photography ✓ Implementing your feedback/refinements ✓ Connecting your domain to createhers.com	✓ Letting the designer know your intended purpose for the site ✓ Identifying/explaining who your target audience is ✓ Ensuring the designer gets content from other service providers you are using ✓ Project management for anything outside the website ✓ Providing finalised content by the start date ✓ Writing/proofreading and spell checking your content ✓ Purchasing your domain name and custom email ✓ Providing correct external/social links ✓ Being timely and clear with communication and feedback ✓ Providing all branding files (if not created by the same studio) ✓ Purchasing and managing your domain/hosting ✓ Final sign off on site
*YOUR SITE DESIGNER IS NOT RESPONSIBLE FOR:	YOU ARE NOT RESPONSIBLE FOR:
- x Proofreading or spellchecking content - x Setting up third party accounts (like Mailchimp) - x Working out who the target audience is - x Sourcing images for the site - x Writing the content - x Managing the client's time - x Managing any other service providers - x Setting up newsletters/funnels/sales strategies - x Website domain or email hosting purchases - x 24/7 support/being on call at a moments notice	- x Designing the website - x Integrating plugins or third party platforms into your site - x Knowing how to custom code - x Implementing SEO/Google Analytics - x Creating page layouts - x Knowing website/design best practices - x Connecting your domain/advanced settings - x Styling your site with your branding - x Fixing something that isn't working on the site within the project timeline*

* Unless otherwise stated. Some design studios and designers will do more or less depending on their speciality, services provided and project scope. It pays to ask any questions up front and get on the same page early about expectations and roles!

Tips for *preparing* and *sending* content

FILE RESOLUTION	FILE TYPE
Look to keep your images between 200kb-5mb* max. <i>If you can't make them smaller, please keep under 25mb so your designer can optimise them with some thing like TinyPNG.</i> *Note: It can vary depending on what the image/file is being used for. For example a large banner image could afford to be a little bigger/high-resolution (in the 3-4mb range) whereas a thumbnail image could be smaller (in the 300-500kb range). PDF docs should be less than 5mb	PNG or JPG for images, and PDF for files. PNG is a good choice for line drawings, text, and iconic graphics at a small file size. JPG is a good choice for photographs and realistic images. PDF is for sharing documents that cannot be modified but still need to be easily shared, downloaded, read and printed. <i>Please do not send Word docs to be uploaded to the site, or the TIFF file format.</i>
IMAGE SIZE/RATIO	NAMING
Good practices to follow: If the image needs to be a banner, try - 16:9 or 1920px h x 1080px w. If the image needs to go on the page, try - 3:2 or something like 800px x 600px. Your designer can then crop in if the image needs to be square, but it just gives them padding to play with. A4 landscape or portrait will work best for PDF documents you'd like people to read online or download. A3/A5 etc might not have the desired effect for reading but would work if the purpose is to just print the file.	Use a consistent and thoughtful file naming convention that makes sense for the project and where the image/file will go. <i>Examples of good naming conventions:</i> About_banner_createhers.jpg Images in a gallery (if wanting in order) - 1_James_gallery.jpg, 2_Laurel_gallery.jpg etc <i>Bad examples:</i> 560nsn94dhs.jpg Final_FINAL_2_revised.jpg image (no extension)
STYLE	FOLDERS
Good practices to follow: Stick to images that aren't too complex/layered/ intricate if you want text to go over top (like a page title). Choose images that aren't overused/can be identified as stock right away. Give the focal point of the image a lot of room so your site can respond to different device sizes and not crop anything out. If your image needs a transparent background, you'll need to get this clear cut BEFORE sending the image.	Good practices to follow: Add chosen images or files to folders on Google Drive or Dropbox that make sense, like a folder for Home images, and a folder for just About page images. Name the folder so it corresponds to the page or section titles. If it is something different or vague it can be hard to decipher where you want the images places. Only add FINALISED images/files to your folders. Do not add anything that is a draft/double up/not 100% an image you'd like on the site.

THANK YOU SO MUCH FOR READING!

Have a *question* about any part of this workbook? Please feel free to email me with any questions or queries!

CREATEHERS.COM · HELLO@CREATEHERS.COM

@CREATEHERSHQ



createhers

BOOK A FREE 15-MINUTE DESIGN CONSULT WITH ME

READY TO PLAN YOUR BRAND'S CONTENT STRATEGY?

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