

# 6 Must-Have Website Assets

Top Website Assets You Need to Gather Before Starting Your Design Project

- 1 **PROFESSIONAL PHOTOS AND VIDEOS**  
Professional website photos are a MUST. Videos are a bonus. Work with a photographer first for high-quality images that illustrate all you do and showcase your brand.
- 2 **LOGO AND BRAND FILES**  
Primary, secondary, and any other logos you have for your business, plus a style guide if you have one. I offer this as a service if needed.
- 3 **LOGINS**  
Track down your website, domain, email marketing, shop, and social + any other system logins you use for your site.
- 4 **TESTIMONIALS**  
Ideally 3-5 great testimonials to serve as social proof. Have client logos, pictures, or video to include? Even better!
- 5 **FAQs**  
We all have common questions people ask. Gather 5-8 of these + answers for your contact page to cut down on all the back and forth.
- 6 **MARKETING MATERIALS**  
Have any additional marketing material that you would like to incorporate? Any existing text you'd like to keep? Get that together.

