



# The 5 Steps to a Confident Website

A HOLD-YOUR-HAND WEBSITE HOMEWORK GUIDE

Franklin & Willow

EST. 2017

A HOLD-YOUR-HAND GUIDE

# The 5 Steps to a Confident Website

1. Colors & Fonts
2. Photos & Logos
3. Prep Written Content
4. Buy your Domain
5. Pick a Website Template

[CLICK HERE TO ACCESS THE ACCOMPANYING WORKBOOK](#)

[CLICK HERE TO ACCESS THE ACCOMPANYING PHOTOSHOOT PLANNER](#)





# 1. Colors & Fonts

♥ WHEN WORKING WITH FRANKLIN & WILLOW, THIS STEP IS DONE FOR YOU

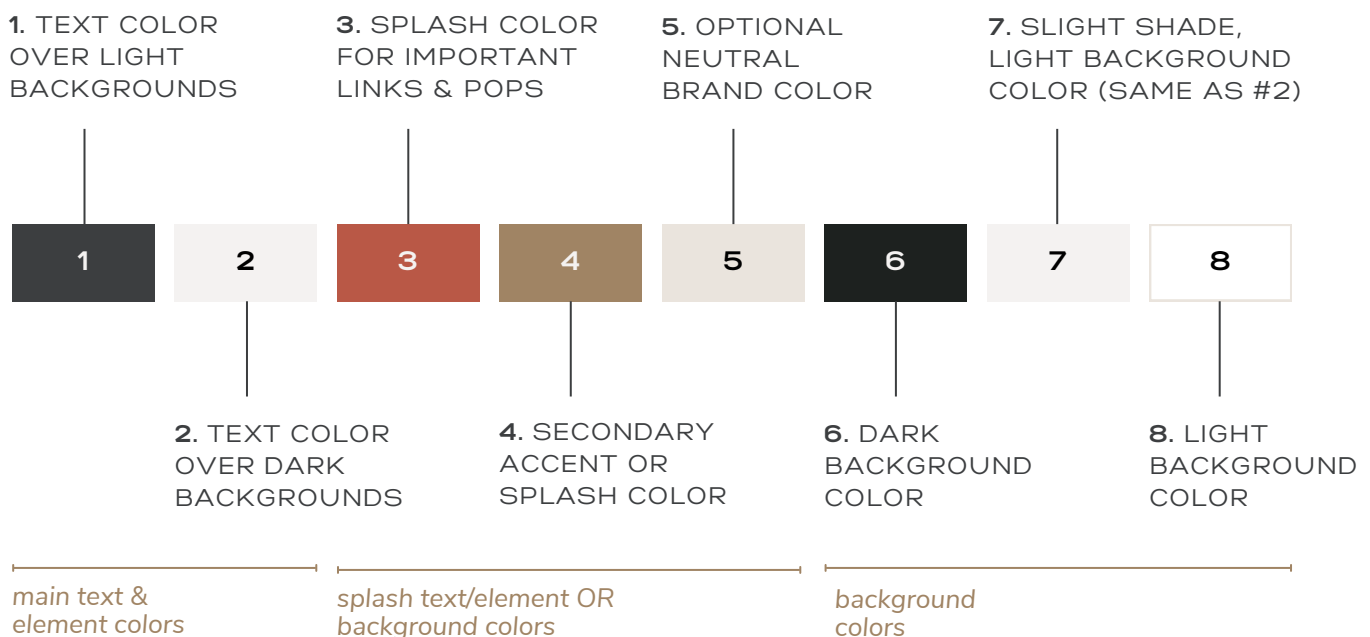
If you haven't already worked with a brand designer, you'll need to establish a strong color palette and font suite. This is the step that will make your website stand out and really reflect YOU and your salon.

## COLOR SELECTION

[Read the Blog Post](#)[Open workbook to complete this step](#)

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

Showit provides 8 slots for your colors. Don't feel you need to choose a different color for each spot! All Franklin & Willow websites stick to the following color system. I welcome you to adopt this system as you select your own brand colors.



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# 1. Colors & Fonts *ctd.*

## FONT SELECTION

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[Read the Blog Post](#)

[Open workbook to complete this step](#)

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).

We recommend establishing a type hierarchy for your brand that you can use consistently whether it's on your website, social media graphics, in-salon flyers, or anywhere else you're designing visuals.

Here's an example based on my own brand.

TITLE STYLE

Heading Style

SUBHEADING STYLE

This is the paragraph style. Consistently following your preset font suite + hierarchy will establish consistency in your brand. Consistency breeds trust and credibility in your brand.

Button Style 1

Button Style 2

*ctd on next page*



# 1. Colors & Fonts *ctd.*

## OUR FAVORITE FONT SOURCES & TOOLS

:: [Wordmark](#)                      :: [Google Fonts](#) (free)                      :: [Fontspring](#) (premium)  
:: [Typescale](#)                      :: [Creative Market](#) (premium)

## 2. Prep Photos & Logos

### PREPPING PHOTOS

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[Read the Blog Post](#)

[Read the Blog Post](#)

[Photoshoot Planner](#)

[Pinterest Board](#)

[Open workbook to complete this step](#)

Photos can make or break your website. 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.)

When picking your outfits, be sure to choose neutral colors or 1-2 of your brand colors so that everything will look cohesive on your website.

[Click here for a thorough Photoshoot Planner](#) that you can edit and use to plan your photoshoot, send to your photographer, and print off to have handy during your shoot. *ctd on next page*



## 2. Prep Photos & Logos ctd.

### SHOT LIST

- :: Casual, modern headshots of you and your team
- :: In-action shots of you/your stylists working with a guest
- :: Photos of your salon
- :: Detail shots (flatlay of styling tools, close up of extensions application, mixing colors, etc.)
- :: Group shots of your team
- :: Model Shots (bonus if you record video to make into a gif!)

[Click here to access my photoshoot direction Pinterest board curated specifically for hair stylists and salons.](#)

### PLEASE REMEMBER

It's extremely important that you tell your photographer to make sure to get plenty of BOTH landscape and portrait oriented photos. The computer version of your website will often need widescreen photos to fill the screen, whereas your mobile will need more up & down photos. Trust me, you'll want to make sure to capture many of both!

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## 2. Prep Photos & Logos *ctd.*

**Once your brand photoshoot is done** and your photographer has delivered your images, it's important that you get them web ready. This includes renaming the files & compressing the file size.

### FILE NAMING

Once your photos are downloaded to your computer file folder, follow the steps below to batch rename the photos.

1. Select all photos.
2. Right click & click "Rename" [Mac] or click "Rename" from top menu [PC].
3. Type the new name for the photos.

### COMPRESSING FILE SIZE


To ensure your website loads faster, I recommend using a tool like [TinyPng](#) to compress them into a smaller file size.

### PREPPING LOGO FILES

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♥ **WHEN WORKING WITH FRANKLIN & WILLOW, THIS STEP IS DONE FOR YOU**

[Read the Blog Post](#)

- 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)
- Use your brand's very simple icon or the first letter of your logo to create a favicon. Ex.  Just save that as a .PNG file.

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## 3. Written Content

It's time to pull together some verbiage to have ready to go for your website. Use the following checklist to write the content that will be written on your website.

[Read the Blog Post](#)

[Open workbook to complete this step](#)

- **List your services/packages** – Include descriptions & pricing.
- **Write a one-sentence summary** – What you do and where (e.g., “We specialize in luxury hair extensions in Charlotte, NC”).
- **Write a salon description** – Describe the vibe, location, what you're known for, and your mission. 2-5 sentence paragraph is great here!
- **Gather 2-5 glowing reviews** – Copy & paste from texts, DMs or Google.
- **Write a bio about yourself** – Share your background, experience, and what makes you unique.
- **Team member names & Instagram handles** – Include staff titles and details for a personal touch.
- **Employee benefits/stylist program** – If applicable, list perks and opportunities for new stylists.
- **Frequently Asked Questions (FAQs)** – List common client questions and clear, concise answers.

## 4. Buy a Domain Name

[Read the Blog Post](#)

Your domain is your website address, such as "franklinandwillow.com". You need to purchase a domain name in order to have an address for your website to live. I recommend purchasing a domain name from a domain host like [GoDaddy](#).





## 5. Pick your website template or designer.

Shop Franklin & Willow Templates

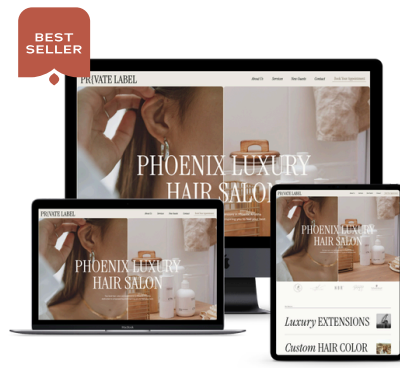
Franklin & Willow Services

Select the website template that be the home base for your website OR explore and choose the right designer for you.



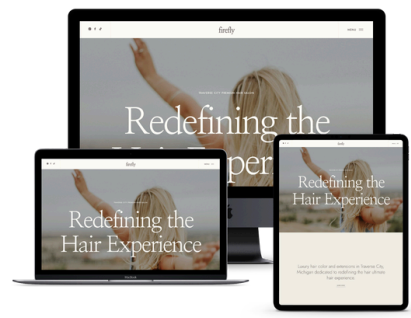
Sunkissed

[View](#)



Private Label

[View](#)



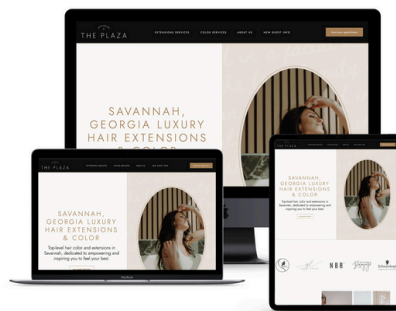
Firefly

[View](#)



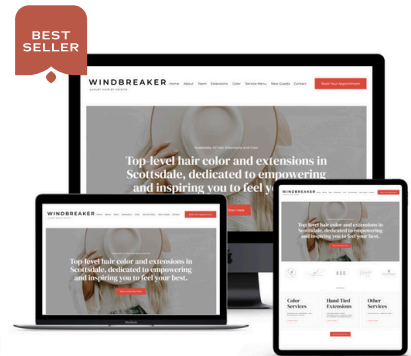
Onyx

[View](#)



The Plaza

[View](#)



Windbreaker

[View](#)



NOW THAT YOU'VE DONE THE HOMEWORK,

# Are you ready to put it all to work on your website?

With your prep work in place, the website creation process will be a breeze. After completing this homework, you can feel confident knowing your website is set up for success because you've put in the work to make it good – REALLY good.

[SHOP PREMIUM WEBSITES FOR SALONS & STYLISTS](#)



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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