

# Website Getting Started Checklist

This checklist is created for your convenience, enabling you to easily mark off items as you compile them.

## Guidelines

- **High-Quality Images:** Aim for authentic images that showcase your business, team, and products. If you don't have professional photos, consider hiring a photographer or using high-quality stock images from sites like [Pexels](#), [Unsplash](#), or [Pixabay](#).
- **File Naming and Organization:** Use descriptive names for your files (e.g., 'team-photo.jpg' rather than 'IMG2538.JPG') and organize them into clearly labeled folders. This not only improves SEO but also streamlines the design process.

Description	Done	Notes
<b>Company Logos</b>		<b>Primary and Additional Logos:</b> Your high-resolution or vector format primary logo is crucial. Also, include logos of significant clients, suppliers, or any awards you'd like to feature to add depth and build trust.
<b>Team Bios</b>		Provide engaging bios and professional photos of your team. Include both individual portraits and group photos if possible.
<b>Marketing Materials</b>		Any brochures, catalogs, or informative PDFs that offer additional insight into your business should be included.
<b>Prepare Articles (Blogs)</b>		<b>Engaging Content:</b> Prepare a minimum of four block articles related to your business, services, or industry insights. More articles are always beneficial. These articles serve multiple purposes: enriching your site's content, improving SEO, and engaging your audience with valuable information.
<b>Client Testimonials</b>		<b>Authentic Testimonials:</b> Collect as many testimonials as possible from your clients. For optimal impact, aim to feature at least three testimonials on each page. Testimonials are a powerful way to "sell" your business and build trust with prospective clients. Whenever possible, accompany each testimonial with a photo of the person or their company logo to add authenticity.
<b>Business Environment Images</b>		If applicable, include photos that offer a glimpse into your business environment, allowing visitors to visually connect with your brand.
<b>Additional Materials</b>		This is your opportunity to add any unique elements you want to feature on your website. Whether it's downloadable files, certificates, awards, or anything else that showcases your achievements and expertise, include these items to enrich your site's content. Think of any materials that could enhance your brand's story or offer added value to your visitors.

## Sending Your Content

Once you've gathered all your materials, zip them into a single file and use a service like [WeTransfer.com](#) to send them over. This step ensures that we have all the essentials to start designing a website that not only looks great but is rich in content and authenticity.

## Conclusion

Properly naming and organizing your files helps me move through the website development process more efficiently. If you have any questions or need assistance with gathering your materials, don't hesitate to reach out.