

Checklist: what to prepare before a website

Tick off what you already have. Whatever is left blank, bring to the first conversation — that is the useful part of the list.

Company:

Date:

Person who signs off:

NEEDED BEFORE THE WORK STARTS

- ☐ The full company name, in the form it should appear on the site
It shows up in a dozen places — changing it later costs more than it looks.
- ☐ Contact details: phone number(s), email, address or area covered
Including the decision on whether the mobile number goes public.
- ☐ Opening hours, with holidays and seasonal exceptions
- ☐ The list of services or products that go on the site
Two or three sentences per item — that is the raw material for the copy.
- ☐ A decision on prices: full prices, “from” prices, or on request
- ☐ One person who approves content and design
- ☐ The date the site should be live, if there is an occasion behind it
- ☐ What you want visitors to do: call, enquire, message, book
- ☐ What must not appear on the site

CAN FOLLOW DURING THE WORK

- ☐ Photographs — 10 to 20 usable shots
Work, premises, team, process. A phone in good light is enough.
- ☐ The logo, in the best form you have it
- ☐ References and examples of work, with a note on what may be shown publicly
- ☐ Customer reviews, with permission from the person you quote
- ☐ Links to the social accounts you actually keep up
- ☐ Two or three websites you like, and why

ACCESS — PROVIDED BY THE CLIENT

- ☐ Domain: where it is registered, in whose name, when it expires
- ☐ Existing hosting: provider and login
- ☐ Existing business email: provider and who administers it
- ☐ Access to the old website, if it is being replaced
- ☐ Google accounts: Analytics, Search Console, Business Profile
Check whether you are the owner or only a user.

THESE NEED THE CLIENT’S CONFIRMATION

- ☐ Legal texts and company details that get published
The client confirms the content. Legal review is a lawyer’s job.
- ☐ Privacy policy and cookies: what is collected and why
- ☐ Usage rights for photographs and content
- ☐ Permission to publish reviews and client names

BIRO 404 CAN HELP WITH

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Writing and editing the copy

A separate item — say so up front so it enters the plan and the price.

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Editing and preparing photographs

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Registering the domain and setting up hosting and business email

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Setting up Analytics and Search Console, on the client's account

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Finding out where the domain is and who pays for it, if nobody in the company knows

Notes

This is a working document from studio practice, not a legal document. It is not legal advice.