

## Website Development Checklist

To process your website design order, you must submit all required information typed via Word Document and sent via email [info@ercreativeco.com](mailto:info@ercreativeco.com). Logo files or professional portraits can be sent via email.

### GOALS AND OBJECTIVES

- ☐ Define the primary purpose of your website (e.g., informational, e-commerce, portfolio).
- ☐ Identify your target audience.
- ☐ Outline the main goals you want to achieve with your website.
- ☐ Share three to five websites you love and explain what appeals to you about each one. These do not need to be in your industry.
- ☐ Describe the overall vibe or feel you want your website to have (e.g., **warm, bold, minimal, editorial, luxurious, earthy, playful**). The more specific, the better.
- ☐ List any colors, styles, layouts, or design approaches you want to avoid. Knowing your dislikes is just as valuable as knowing your preferences.

### BRAND IDENTITY

- ☐ **Logo:** Provide your current logo or any updated versions. *(Required formats: **PNG** with a transparent background and **SVG** if available. Include all variations: primary, secondary, and icon-only versions if you have them. )*
- ☐ **Color Scheme:** Share your brand's color palette.
- ☐ **Typography:** Specify any brand fonts or typography guidelines.
- ☐ **Voice and Tone:** Describe the desired voice and tone of your content. *(e.g., warm and conversational, professional and polished, bold and direct).*
- ☐ **Brand Guidelines:** If you have a brand style guide, include it. If not, share any existing materials that reflect your brand.

No brand identity in place yet? ER Creative Company offers logo and visual identity design as a separate service. Your website will look and feel its best when your brand foundation is solid first.

## WEBSITE STRUCTURE

- ☐ **Site Map:** Create a list of all the pages and subpages you want on your site (e.g., Home, About Us, Services, Blog, Contact).
- ☐ **Navigation:** Plan the main navigation menu and any sub-menus.
- ☐ **User Flow:** Outline the desired user journey through the site. What do you want visitors to do when they land on each page?
- ☐ **Newsletter Signup:** Decide if you need a newsletter signup form and which email marketing platform it should connect to (e.g., Mailchimp, Flodesk, Klaviyo).
- ☐ **Additional Features:** Note any special features needed such as a pop-up, social media feed, countdown timer, FAQ accordion, or membership area.

## CONTENT PREPARATION

- ☐ **Written Page Copy:** Provide finalized, proofread written content for every page on your site. This includes your homepage, About, Services or Products, Contact, and any additional pages. *Your project timeline begins once all copy has been submitted. Unfinished copy is the most common cause of project delays.*
- ☐ **About Page Story:** Write a personal, brand-aligned paragraph or two about you, your journey, and why you do what you do. Authentic over polished.
- ☐ **Testimonials and Reviews:** Gather three to five strong client testimonials with each client's name and business or role (with their permission). These add credibility and trust to your site.
- ☐ **Images and Media:** Gather high-quality images, videos, and graphics. Ensure you have the rights to use all media.
- ☐ **Professional Business Photos:** Consider hiring a photographer for high-quality, custom images of your business, team, or products. *(NOTE: We do not accept screenshots or phone camera images. If you are unable to provide professional images, stock photos are available for an additional fee. )*

## TECHNICAL REQUIREMENTS

- ☐ **Domain and Hosting:** Know what your domain will be. If you already own it, note where it is registered (GoDaddy, Namecheap, Google Domains, etc.). If you need one, we can help you set it up.

If you have purchased a domain outside of your hosting platform, we can assist with the transfer.

- ☐ **Platform:** ER Creative Company builds exclusively on Wix and Shopify. Let us know which platform fits your business, or we will help you determine the right fit during your discovery call.

As an official partner with both platforms, we handle account setup on your behalf. You will retain full ownership of your website upon completion.

- ☐ **Branded Business Email:** You will need a professional email address such as hello@yourbusiness.com. Google Workspace and Zoho Mail are recommended. *(Personal Gmail or Yahoo addresses should not be used as your primary business email. )*
- ☐ **Payment Processor:** For e-commerce sites, have your payment processing details ready (Shopify Payments, Stripe, or PayPal). You will need your banking and business information. *This will be available to connect once the site is live.*
- ☐ **Performance:** Outline any performance considerations (e.g., fast loading times, mobile responsiveness).

## PRODUCTS & SERVICES

- ☐ **Product Listings:** Prepare descriptions, images, shipping, quantity, and pricing for each variant of products if running an e-commerce site.
- ☐ **Service Descriptions:** Provide detailed descriptions of each service you offer, including pricing or starting rates and what is included.
- ☐ **Product Variants:** Outline any product variations (e.g., sizes, colors) and how they should be displayed.
- ☐ **Pricing and Discounts:** Provide information on pricing structures and any discount or promotion strategies.

## LEGAL AND COMPLIANCE

- ☐ **Privacy Policy:** Required for any website that collects user data or email addresses. Both Wix and Shopify have built-in policy generators to help you get started.
- ☐ **Terms and Conditions:** Prepare terms and conditions that outline the rules for using your website and purchasing your products or services.
- ☐ **Cookie Consent:** If your website uses tracking, analytics, or marketing tools, a cookie consent notice may be required depending on your audience location. *Consult a legal professional for guidance specific to your business.*
- ☐ **Accessibility:** Consider any accessibility requirements or guidelines relevant to your audience.
- ☐ **Shipping Policy:** Detail your shipping options, delivery times, and associated costs. Include information on handling delays or shipping issues.
- ☐ **Return Policy:** Specify your return policy, including the conditions under which returns are accepted and the process for returning items.
- ☐ **Refund Policy:** Outline your refund policy, including eligibility for refunds, the process for requesting a refund, and any associated time frames or conditions.

ER Creative Company is not a legal service. We can place your legal content on the site, but drafting and reviewing that content is your responsibility. When in doubt, consult a business attorney.

## BUSINESS INFORMATION

- ☐ **Contact Information:** Provide business contact details including phone numbers, email addresses, and physical address if applicable.
- ☐ **Social Media:** Share links to your social media profiles that you want integrated into your website (Instagram, Facebook, TikTok, Pinterest, LinkedIn, etc.).
- ☐ **Business Hours:** Include your business hours if relevant to your services or if you have a physical location.
- ☐ **Location Map:** Provide a map or location details if you have a physical store or office you want displayed on the site.

## INTEGRATIONS

- ☐ **Booking Systems:** Provide details if you need integration with a booking or scheduling system (e.g., Calendly, Acuity, Square Appointments).
- ☐ **Social Media:** Specify any social media integrations and how you want them displayed (e.g., Instagram feed, share buttons, follow prompts).
- ☐ **Email Marketing:** Confirm which email marketing platform your newsletter or opt-in form should connect to and provide any necessary account access.

## MAINTENANCE AND SUPPORT

- ☐ **Ongoing Support:** Decide if you need ongoing maintenance or support after your site is launched. Ask about our post-launch support options.
- ☐ **Training:** Let us know if you would like a walkthrough on how to manage and update your website after it goes live.

By preparing these elements in advance, you'll help ensure a smoother process and a more successful outcome for your website project. The more prepared you are, the faster we can bring your vision to life.

If you have any questions or need assistance with any of the items on this checklist, please don't hesitate to reach out. Our team is here to guide you through every step of the process and ensure that your website meets your needs and exceeds your expectations.

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