

FILL OUT AS MUCH AS POSSIBLE, SKIP ANYTHING YOU DON'T KNOW.

Client Name

Site & Content

Inventory

01 — Point of Contact

Client Name

Person's Name

02 — Design References

Current Website

Current <Pitch Deck, Moodboard, etc.>

YOUR DESIGN REFERENCES

<http://www.website.com>

<http://www.website.com>

<http://www.website.com>

03 — Site Architecture

04 — Images

Dropbox or Google Drive URL

Stocksy

05 — Fonts

Heading 1 — Font Name

Heading 2 — Font Name

Heading 3 — Font Name

Body — Font Name

06 — Colors

07 — Copy

[Home](#)

[Services](#)

[About](#)

08 — SEO

[Site Description \(160 character max\)](#)

[Home Page Description \(160 character max\)](#)

[About Page Description \(160 character max\)](#)

09 — Accounts

[Current Website](#)

[Current Domain Host](#)

[Email Platform \(i.e. Mailchimp\)](#)

[Google Analytics](#)

[Twitter](#)

[Instagram](#)

[Facebook](#)

[Pinterest](#)

[Vimeo](#)

[YouTube](#)

[LinkedIn](#)

01 — *Point of Contact*

Client Name

Email

Also, give Squarespace ADMIN permissions to:

Person's Name

Email

02 — *Design References*

Current Website

What do you like, what do you not like about your current site?

Replace text

Current (Pitch Deck, Moodboard, etc.)

Replace text

YOUR DESIGN REFERENCES

Insert [website references](#) or images. Please write notes on what you like (and don't like) for each. If possible, [screenshot](#) exactly what you like.

<http://www.website.com>

What do you specifically like about it?

Replace text

<http://www.website.com>

What do you specifically like about it?

Replace text

<http://www.website.com>

What do you specifically like about it?

Replace text

03 — Site Architecture

Let me know how many pages you would like. Feel free to add notes, links, and [screenshots](#) to describe the section.

- Home
 - Feature specific work
 - Include Instagram
- Work
 - Photos
 - Video
- Services
 - Service Breakdown
 - Form for clients
- About
 - Include press mentions list
- Footer
 - Latest Tweet

04 — Images

Image File Size: under 100-200KB each

The goal for website image optimization is to get each image file size [as small as possible](#) without sacrificing viewing quality. Per image, 100KB would be the goal, but sometimes that's tough to do. It is generally best if you can keep a webpage's total weight under 1 or 2 MB in size so if you are expecting to have multiple photos, take this into consideration.

Typically, I use Photoshop or Lightroom, but you can also use <https://tinyjpg.com>. If your images look pixelated, resize images individually using Photoshop or Lightroom.

Image Dimension Size: 2000px wide (eg, headers)

If the image is not going to be used as a header and that particular webpage already has over 100KB

Image File Name for [SEO](#)

The filename can give Google clues about the subject matter of the image. Also, no spaces, just dashes!

Good: brandname-black-persian-kitten.jpg

Bad: IMG00023.JPG.

That doesn't mean keyword stuffing. Keep your filenames descriptive and straightforward.

Good: dog.jpg

Bad: dog-puppy-pup-pups-puppies.jpg

Image File Type

JPEGs are the best format for photographs, whereas PNG's are best for line drawings, text, etc. GIFs are best for moving images.

Google Drive or Dropbox URL

TIP: Organize your images in folders based on pages (reference your Site Architecture). I love Google Drive or Dropbox.

Replace text

Stocksy

Don't have photos? Create a gallery using Stocksy (<http://www.stocksy.com>).

Replace text

05 — *Fonts*

Add the fonts that you want to use below. If you are using Google or Adobe Typekit, you do not need to purchase the web font. For font inspo: www.typewolf.com and [whatthefont](http://whatthefont.com).

Heading 1 — Font Name

Dropbox Link

Heading 2 — Font Name

Dropbox Link

Heading 3 — Font Name

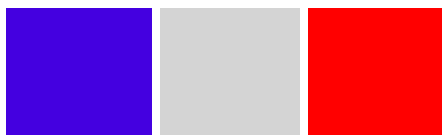
Dropbox Link

Body — Font Name

Dropbox Link

06 — *Colors*

What colours are you feeling? Pantone/Hex number or [Screenshots](#) the colours and add them here.



07 — *Copy*

Please put copy for all pages below.

Home

Lorem ipsum dolor sit amet, sumo atqui ubique has ne, ea qui enim sint nominavi. Has te movet principes, eam an verear bonorum interesset, convenire mediocrem cotidieque at nec.

Services

Lorem ipsum dolor sit amet, sumo atqui ubique has ne, ea qui enim sint nominavi. Has te movet principes, eam an verear bonorum interesset, convenire mediocrem cotidieque at nec. Ne graece latine officiis eam, ex nam homero ubique argumentum, pri utamur legendos id. Et per omnesque pericula. Ei per elit rebum facilisis. Ne omnesque epicurei convenire eam, aperiam antiopam petentium ut vel, ex qui fugit dicunt vituperatoribus.

About

Lorem ipsum dolor sit amet, sumo atqui ubique has ne, ea qui enim sint nominavi. Has te movet principes, eam an verear bonorum interesset, convenire mediocrem cotidieque at nec. Ne graece latine officiis eam, ex nam homero ubique argumentum, pri utamur legendos id. Et per omnesque pericula. Ei per elit rebum facilisis. Ne omnesque epicurei convenire eam, aperiam antiopam petentium ut vel, ex qui fugit dicunt vituperatoribus.

08 — SEO

Put a site description and a description for each page below. Here's [where to update](#) on Squarespace for your future reference.

Site Description (160 character max)

Make any idea beautiful with Squarespace's powerful platform. Free 14-day trial · Modern Templates · 24/7 Customer Support

Home Page Description (160 character max)

Lorem ipsum dolor sit amet, sumo atqui ubique has ne, ea qui enim sint nominavi. Has te movet ea principes, eam an convenire mediocrem cotidieque has ne at nec.

About Page Description (160 character max)

Lorem ipsum dolor sit amet, sumo atqui ubique has ne, ea qui enim sint nominavi. Has te movet ea principes, eam an convenire mediocrem cotidieque has ne at nec.

09 — Accounts

Current Website

http://www.domain.com / username / password

Current Domain Host

http://www.domain.com / username / password

Email Platform (i.e. Mailchimp)

Platform Name / username / password

Google Analytics

Account Number ([how to find it](#))

SOCIAL PLATFORMS

If you are uncomfortable with me having the password then you can always put the info in, I can walk you through it.

Twitter

username / password

Instagram

username / password

Facebook

http://www.domain.com / username / password

Pinterest

username / password

Vimeo

username / password

YouTube

username / password

LinkedIn

username / password