# 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
<u>05 — Fonts</u>
   Heading 1 — Font Name
   Heading 2 — Font Name
   Heading 3 — Font Name
   Body - Font Name
06 - Colors
07 — Copy
```

<u>Home</u>

**Services** 

**About** 

#### <u>08 - SEO</u>

Site Description (160 character max)

Home Page Description (160 character max)

About Page Description (160 character max)

#### <u>09 — Accounts</u>

**Current Website** 

**Current Domain Host** 

Email Platform (i.e. Mailchimp)

**Google Analytics** 

<u>Twitter</u>

<u>Instagram</u>

<u>Facebook</u>

**Pinterest** 

<u>Vimeo</u>

**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 <u>website references</u> or images. Please write notes on what you like (and don't like) for each. If possible, <u>screenshot</u> 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 <a href="https://tinyjpg.com">https://tinyjpg.com</a>. 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: <a href="www.typewolf.com">www.typewolf.com</a> and <a href="www.typewolf.com">whatthefont</a>.

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 <u>where to update</u> 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