

Prepare for a website or content project

Gather the brand, content, access, and review decisions that keep a project moving.

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Start with the visitor's job

Explain who the site or content is for and what the visitor should do next: understand a service, make an enquiry, book a call, or find information. List the important pages, languages, and existing content that should be retained or replaced.

Collect the right materials

- Logo files, brand colours, tone of voice, approved images, and usage permissions.
- Service descriptions, approved claims, source links, and the person who signs off copy.
- Domain, hosting, CMS, forms, analytics requirements, and account ownership.
- For content: audience questions, topic priorities, publishing channels, and review cadence.

Agree review and launch rules

Confirm who supplies final copy, reviews translations, approves designs, and authorises publication. Check mobile layouts, forms, links, and redirects before launch. Search visibility and rankings depend on many factors; publishing content does not guarantee a ranking or a sales result.

Your checklist

0/4 complete

- ☐ List pages, languages, and visitor actions.
- ☐ Collect approved brand assets.
- ☐ Assign one final reviewer.
- ☐ Identify domain and CMS owners.

A USEFUL NEXT STEP

Share your page list and a few examples of the style you want.

Your signed proposal and agreement define the final scope, fees, responsibilities, and terms.

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