WebLandscapes

Client guide · weblandscapes.com/guides/

Everything we need to start

Work down this list and tick each line as you go. You don't need everything on day one: the accounts come first, and the rest can arrive while we design. Print it, or tick the boxes on screen.

Time

About an hour, spread over a few days

Do first

The first five lines of the accounts section

Send files to

Contact@WebLandscapes.com

Accounts you own, and access for us

Every account is in your name and paid by you, so you own the site, the domain and the listing whatever happens. We work through our own logins.

- [ ] **A Cloudflare account**
  Your hosting and domain account. **Guide**
- [ ] **Access for us in Cloudflare**
  Invite us as a member with the Administrator role. **Guide**
- [ ] **Your domain**
  Buy it in your Cloudflare account, or tell us where your current one is registered and who has the login. **Guide**
- [ ] **Access to your Google Business Profile**
  Add us as a manager. Skip it if you don't have a profile yet, and we'll help you set one up. **Guide**
- [ ] **Your business email**
  Tell us who runs it now (for example Google Workspace or Microsoft 365) and which addresses you use. Moving a domain without knowing this can stop your email. **Guide**
- [ ] **Your current website, if you have one**
  Its address and where it's hosted. Don't cancel the old hosting until we tell you the new site is live.

- [ ] **Your social media pages**
  Links to each one, so the site can point to them.

Logo and brand

- [ ] **Your logo, in the original file**
  The best is a vector file (SVG, AI, EPS or PDF) from whoever designed it. Also a PNG with a transparent background. A photo or screenshot of the logo is a last resort.

- [ ] **Brand colors and fonts**
  The color codes and font names, if you have them, or a brand guide. If you don't, we'll pick them with you.

- [ ] **Sites you like, and sites you don't**
  Two or three of each, with a line on why. This saves more time than anything else on the list.

Photos and video

- [ ] **Photos of your work, products or place**
  The original files at full size, straight from the camera or phone. Pictures saved from social media are too small and compressed.

- [ ] **Photos of you and your team**
  Ask each person before you send their photo.

- [ ] **Permission to use them**
  Only send pictures you took, paid for or have written permission to use. If you don't have enough, tell us and we'll plan a shoot or find licensed images.

Copywriting

- [ ] **What you do, in your own words**
  A few paragraphs about the business, who it's for and what makes it different. Rough notes are fine: we'll write the final copy.

- [ ] **Your services or products**
  A list with a line or two on each, and the ones you most want to sell.

- [ ] **Questions customers ask you**
  The five or ten you hear most, with your answers.

- [ ] **Reviews and testimonials**
  With each customer's permission to show their name.

- [ ] **Languages**
  Which languages the site should be in.



Business details

- [ ] **Legal business name, and any trade name**
  Exactly as registered, for example Your Business LLC doing business as Your Business.

- [ ] **Address, or the area you serve**
  Tell us if the address should stay off the site, for example if you work from home.

- [ ] **Phone, and the email for the site's forms**
  Where messages from the website should arrive.

- [ ] **Opening hours**
  Including holidays and by-appointment times.

- [ ] **Licenses and certifications**
  Numbers and names, if your trade needs them shown.



If you'll sell or take bookings online

- [ ] **A payment account in your name**
  For example Stripe or Square, opened by you with your bank details, so payments go straight to you. We connect it to the site.

- [ ] **Products or services with prices**
  Name, price, photos, sizes or options, and stock if you track it.

- [ ] **Shipping, taxes and returns**
  Where you ship and what it costs, the states where you collect sales tax, and your return or cancellation policy.

Decisions

- [ ] **The site's main job**
  Calls, bookings, sales or quote requests: the one thing a visitor should do.
- [ ] **Who approves the work**
  One person who gives the final yes, so feedback doesn't arrive from three directions.
- [ ] **Any date that matters**
  An opening, a launch or an event the site has to be ready for.

How to send it

- Email small files to Contact@WebLandscapes.com. For photos and video, share a folder link (Google Drive, Dropbox or OneDrive) instead of attachments.
- Not sure about something? Leave it blank and we'll go through it on a call.

Important
Never email passwords. Where we need access to an account, you invite us and we sign in with our own login.

Stuck on a step?

Tell us which step and what you see on the screen, and we'll walk you through it. A screenshot helps. Never send us a password or a backup code: we won't ask for one.

Contact@WebLandscapes.com **+1 786 608 8489**

Book a call and do it together