



website *checklist*

Hey Innovator, How are you?

I know your super stoked to be on the right path of getting your website designed. And I am too! But before the fun stuff can begin it's important that you read the following so that everything stays on track and we are on the same page:

Checklists must be thoroughly completed. I know it may seem like a lot but I promise you I would not be asking for this information if I didn't need it. Please do not take this as a joke! This your business, and it should be treated very precious. Do not skimp out on information. Send everything even if you don't think I'll need it send it anyways. You can never have to much content for your site.

Please remember that your content information must be submitted to me via Word Document or PDF. The Microsoft Office Word App and Adobe Acrobat apps can be found in your app store whether you have Apple or Android and both applications are FREE, so there is really no excuse. If you are unable to access Acrobat or Word. No worries! Please vist: www.docs.google.com («YOU CAN CLICK THE LINK «) same layout and set up as Microsoft but this is Google's platform. All you need is a Google Account!

May I also remind you that there is no timeline to turn in your information. If it takes you 30 days to complete it then it takes you 30 days.

I am not a mind reader, if you DO NOT express your ideas and concerns how will I know? I won't because I DO NOT READ MINDS! You are responsible for telling me what you want!!

All of the links in the packet are clickable. You can click any of the links and it will take you to the direct page.

creating. amplifying & publishing
RARE CONTENT

- 1) Your Ideal Launch Date and Late Launch Date (please review your contract for more information)
- 2) Your Official Business Name please include any symbols or titles with it as well (TM, LLC, Inc) or anything of that sort
- 3) All Contact Information for your business (emails, phone numbers, fax numbers, addresses, P.O Boxes, Location etc.)
- 4) Social Media Links (DO NOT SEND YOUR INSTAGRAM NAME @exquisitevisuals or your Facebook page Name eXquisite Visuals ... SEND ONLY THE LINKS!!) for all networks your business can be found on (Instagram, Twitter, Facebook, Pinterest etc). (ie; www.instagram.com/exquisitevisuals)
- 5) Your hours of operation, even if you do NOT have a physical store these will be the hours during which you check emails. (ie; Monday - Friday 11:00am- 6:00pm . Closed on Weekends)
- 6) Your color scheme if the colors are not clear in your logo. Please send HEX Codes or RGB Codes.
- 7) Have a specific font you want to use? No problem. Please list the name of the font and where it can be accessed from. This is not a requirement.
- 8) Your logo in .png format. This will be the file where your logo shows up on a transparent background. If you DO NOT have a .png format of your logo this will result in a \$55 fee. I cannot use your logo on your site if it is NOT transparent.
- 9) Privacy Policy and Terms and Conditions:
Please visit www.rocketlawyer.com to get your official documents. There is a FREE! 7 day trial; once you have successfully downloaded your documents please cancel your account to refrain from getting charged. Failure to do so will result in a fee from Rocket Lawyer. Dinahste's Design Studio is NOT responsible for any trials or payments attached with Rocket Lawyer. That is on your behalf! Rocket Lawyer is just a suggestion you DO NOT need to use that exact website to create Privacy Policy and Terms and Conditions forms.
- 10) Please list the name of the pages you would like on your menu (They can be unique to your brand, they do NOT have to be generic)
 - a) Home
 - b) About Us / Learning Lacey
 - c) Shop With Me / Shop Lux Collection
 - d) FAQs / Common Questions
 - e) Contact Us / Get in Touch

11) List of services. Please provide photos for services, prices, descriptions and time duration. For example if your a Photographer:

a) Pet Photography

i) \$25

ii) 3 Hours

iii) Location: At the Studio Address 2475 Looney Ville Rd

iv) Pets are apart of the family too. Book a shoot for your favoreite furry animal.

12) List of Products. Please provide photos for products, prices and descriptions. For example if you sell hair:

a) Wigs

i) Shirley Wig

ii) \$45

iii) This wig is 24" long can be washed and dyed

iv) Photo of this wig

b) Please do not leave us to do the math. In other words, please DO NOT say things like; "Add \$10 to the price of \$15" or "Add \$35 to the price of 22inch". Do the math and provide the exact price to enter for each listing.

i)

• Hair Extensions

- 100% Premium Virgin Hair; Quality full bundles, Minimal shedding, Natural luster, and Shine. High Class Society's Hair is guaranteed to last 1 year or longer with the proper care.

Length HCS Price

8"	\$75
10"	\$80
12"	\$85
14"	\$90
16"	\$95
18"	\$105
20"	\$115
22"	\$130
24"	\$140
26"	\$150
28"	\$160
30"	\$170

13) About Us Information:

This should be information directly related to your business. Who are you? Where are you? What do you offer? Things of that nature remember the 5 W's from school ..? Who, What, Where, Why and How? (Use that to create your About Us Information).

14) Mission Statement:

3-5 Sentences only this will be your about us information summarized, something that will catch the eyes of who your are selling to. Mission Statement will be on the home page.

QUESTIONS?

EMAIL US: DINAHSTESDESIGNSTUDIO@GMAIL.COM

DESIGNS
dinahste
graphic + web design & brand styling

CONTRACT

WWW.DINAHSTESDESIGNSTUDIO.COM/CONTRACT

15) Meet Your CEO (if needed):

A quick paragraph about you and why you started your business, or your passions etc.

16) Got a team behind you? Not a problem!

Employee Bios/Brand Ambassadors:

- a) Persons Name
- b) Their role in the business
- c) Social Media Tags (if needed)
- d) Photo of person
- e) 1-3 sentences about the person aka description

17) FAQs Information

Q: Is a deposit required?

A: Yes, a non-refundable deposit is required for ALL services.

18) Shipping Policies

19) Need a Blog?

Please provide 2 completed blog post for your site.

20) Need some forms on your site? Cool beans. List the title of the form and the fields you would like. These are just examples:

- a) Contact Dine
- b) Name
- c) Email Address
- d) Your Message
- i) - or -
- e) Catering with Connie
- f) Dropdown with Desserts, Soul Food
- g) Date of your event
- h) Number of guest
- i) Budget

21) Please provide 3-7 quotes or slogans for banners like:

- Good Hair ain't cheap
- Make it Simple but Significant and Chic
- Her Tresses, Her Lashes, Her Glow

22) Please provide 3-7 quick sayings like:

- Shop Bundles
- You're In Tip Top Shape
- You're Dressed

23) Please send a minimum of 5-7 photos to be used on your banners. YOU MUST HAVE PHOTOS ON YOUR WEBSITE. I WILL NOT START YOUR WEBSITE WITHOUT PHOTOS. If you use Stock Photos please make sure they are able to be used, if any legal discrepancies take place it'll be on you if your photos do not have the correct licensing. I want to reiterate that these photos are separate from the photos used for your products or services. These photos must be of high quality, I will not design your site with low quality photos. Yes I know photo shoots can be pricey but YouTube is your friend. Sometimes all you need is some great lighting and a white background.

a) If you need your photos edited please express that, photo editing is a flat fee of \$50 for ALL photos presented. If you do NOT express that you will would like your photos edited they will be used on your site "as is"!

24) Please send photos of all of your products and services. Make sure you name the files the name of the products/services. If you do hair the pictures of your sew-in should be named sew-in. If you sell hair your picture of your Wig should be the name of the product if the wig is named Shirley, the name of the file should be named ShirleyWig. If you sell clothes the name of the item should be the name of the file, red dress would be named Fire. Again these are just examples.

25) Got an example of how you would like your site look send them that as well. Please note only inspiration will be taking and it will NOT look exactly like any examples provided.

26) What aspects would you like on your site? (Glitter, Slideshows, etc).

27) Any other information that you have for me that is not seen up above.

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LOGIN INFORMATION:

1. Purchase your domain from googledomains.com (if you already have a domain that is fine, just supply the information of where you got it from including the website your purchased it from and login information)
 - a. Google Domains:
 - i. Email: sallymaesalon@gmail.com
 - ii. Password: Sallys97
 - b. GoDaddy
 - i. Username or Customer #: sallyssss85758
 - ii. Password: SallyMae_Salon97
2. Make a WIX Account or Shopify
3. Choose the plan and purchase it based off which plans best accommodates the needs for your business.
4. Email your Wix/Shopify account information
 - a. For Wix it will be your email address and password
 - i. Username/Email: sallymae4567@gmail.com
 - ii. Password: abc123DEF
 - b. For Shopify it will be your store address , the email that was made with the Shopify account + your password (if you already connected your domain to your Shopify please put that in place of the store address)
 - i. Store Address: sallymaes.myshopify.com
 - ii. Email Address: sallymae4567@gmail.com
 - iii. Password: MaeSally67_
5. Instagram login information (username and password)
 - i. Username/Email: sallymaesalon
 - ii. Password: Salons4Sally67



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