

CLIENT HOMEWORK CHECKLIST

Everything I need from you before we build your site.

Assets, logins, content, and decisions — gathered in one place so your project starts on time and stays on track.

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How to use this checklist

This is what I need from you to build your site well. Not all of it is needed on day one — but the items marked ★ **REQUIRED BEFORE DESIGN BEGINS** are genuine blockers. If those are missing when we get to that phase, the timeline shifts.

Work through each section at your own pace. As items are ready, send them to me via the method we agreed on at kickoff (usually a shared Google Drive folder or email with clear file names). If something on this list does not apply to your project, skip it — but flag it so we are both clear.

When	What needs to be ready
Before kickoff call	Brand Audit Worksheet (if provided) Basic business info: name, services, URL if existing
Before design begins	★ Logo files ★ Brand colors ★ Homepage copy ★ Hero image / headshot
Before inner pages	All written content for each page All photos and media files
Before launch	Domain registrar login Google account access All third-party platform logins

File naming matters. When you send files, name them clearly: *logo-primary.svg*, *headshot-office-2024.jpg*, *homepage-copy-final.docx*. Files named *IMG_3847.jpg* or *doc-final-FINAL2.docx* slow everything down.

Questions about any item? Just ask — before the project starts, not after.

SECTION 1

Brand & Direction

The foundation that shapes every visual decision

Due: Before design begins — this is the starting point for everything visual.

- Logo file — vector format preferred (.svg or .ai)
If you only have a .png, make sure it has a transparent background. A .jpg logo on a white box is not usable in most design contexts.
★ REQUIRED BEFORE DESIGN BEGINS
- Brand color hex codes
Example: Primary #14183E, Accent #C9A84C. If you do not have hex codes, a Pantone number or color swatch photo is a starting point.
★ REQUIRED BEFORE DESIGN BEGINS
- Brand fonts — names or files
If licensed fonts are required, provide the font files. Google Fonts are fine and freely available.
- 3–5 websites you like — with notes on what specifically you like
Note the layout, colors, photography style, or tone. "I like how this site uses white space" is more useful than just a URL.
- 2–3 websites that feel wrong for your brand, and why
Knowing what you do not want is just as valuable.
- 5 adjectives that describe how the site should feel
Examples: calm, bold, editorial, warm, minimal, premium, approachable.
- Tagline or value statement — even a working draft
If you do not have one, we can develop it together — but flag it now.
- Any existing brand guidelines document

PRO TIP

If your logo needs to be updated or created from scratch, say so before the project kicks off. Logo design is a separate service and requires its own timeline. Building a website around a placeholder logo adds rework.

SECTION 2

Written Content

Every word on your site — because design cannot save weak copy

Homepage copy:	Required before homepage design begins. All other pages due before inner page build starts.
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HOMEPAGE

- Hero headline — what you do and for whom, in plain language
This is the first thing visitors read. It should not be your business name or tagline alone.
★ **REQUIRED BEFORE DESIGN BEGINS**

- Hero subheadline or supporting sentence
Expand on the headline. Speak to the outcome or the problem you solve.

- Primary call-to-action text
What do you want the visitor to do? "Book a Free Call," "Get a Quote," "See My Work."
★ **REQUIRED BEFORE DESIGN BEGINS**

- Services overview — 3–6 services with a short description each
Write for the client outcome, not the task. "You will have..." beats "I provide..."
★ **REQUIRED BEFORE DESIGN BEGINS**

- 2–4 client testimonials with name and company (or first name only)
Written permission to use them is your responsibility.

- Any stats or social proof ("170+ projects," "11 years," "18 industries")

- Homepage intro paragraph — 2–4 sentences about what you do and for whom

ABOUT PAGE

- Your professional bio — written in first person, story-forward
Not a resume. Not "She has been in the industry for X years." Tell us why you do what you do and who you do it best for.
★ **REQUIRED BEFORE DESIGN BEGINS**

- Mission or philosophy statement — optional but powerful

- Team member bios, if applicable

- Credentials, certifications, or notable clients you can name

SERVICES PAGE(S)

- Full description for each service — problem, solution, outcome
Aim for 3–5 sentences per service. Speak to what the client gets, not just what you do.
★ **REQUIRED BEFORE DESIGN BEGINS**

- Pricing — or a clear decision about how pricing appears on the site
*Options: show prices, show ranges, "starting at," or "contact for custom quote."
Decide before design. Do not leave this as TBD.*
★ **REQUIRED BEFORE DESIGN BEGINS**

- Process steps — how working with you works, in 3–5 steps

- FAQ — 5–8 questions clients ask before hiring you

CONTACT & OTHER PAGES

- Contact page: email, phone (if public), city/region, hours

★ **REQUIRED BEFORE DESIGN BEGINS**

- Contact form fields — what information you want to collect

- Privacy Policy and Terms of Use — or confirmation you will use a generator

Required for GDPR/CCPA compliance. Wix has a built-in generator; we can use that or you can provide your own.

- Any additional pages: blog, portfolio, events, shop, etc.

Content for these pages follows the same rules. Empty pages do not launch.

PRO TIP

If writing is not your strength, that is completely fine — but say so before the project starts, not after I am waiting on your About page. I can connect you with a copywriter or provide copy direction as an add-on. Either way, plan for it.

SECTION 3

Visual Assets

The images, photos, and media that make your site feel real

Hero image / headshot:

Required before homepage design. All other visuals due before inner pages begin.

PHOTOGRAPHY

- Professional headshot — current, well-lit, high resolution
Minimum 1500px on the long edge. If you do not have one, schedule a shoot now. This is one item that cannot be substituted with a stock photo.
★ **REQUIRED BEFORE DESIGN BEGINS**
- Lifestyle or working photos — you in your environment
You at your desk, with clients, speaking, creating. Authentic photos outperform stock every time.
- Team photos, if applicable
- Office, studio, or workspace photos
- Work samples, before/after photos, or portfolio images
For service businesses: delivered work, event photos, client results.

MEDIA & OTHER

- Video — intro video, client testimonial clips, or demo reel
Provide a YouTube or Vimeo link, or a file upload. Raw phone footage is fine if the audio is clear.
- Any icons, illustrations, or branded graphics you want to incorporate
- Product or service photos (if selling physical items)
- Press features or media logos ("As seen in...")
Provide the logo files, not screenshots.
- Award badges, certification logos, or partner logos
Must be high resolution. Fuzzy logos look worse than no logo.

PRO TIP

All images must be provided at full resolution. Do not resize or compress before sending — I will handle optimization for web. Screenshots of photos, photos of photos, and anything exported from social media at low resolution are not usable at design scale. When in doubt, send the original file.

If you do not have photos yet: Let me know before design begins. I can source licensed stock photography that fits your brand direction. Stock photos are a bridge — not a long-term solution — but they are far better than an empty site or a mismatched image.

SECTION 4

Logins & Access

The accounts your project needs — gathered before we need them

All logins needed:	Before Phase 3 (launch). Some may be needed earlier depending on integrations.
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DOMAIN & HOSTING

- Domain registrar login
GoDaddy, Namecheap, Google Domains, Cloudflare, etc. Needed to connect your domain to Wix. Without this, we cannot go live.
★ REQUIRED BEFORE DESIGN BEGINS
- Confirmation that your domain is registered in your name
If someone else registered it (an old agency, a partner), start the transfer process now — it can take days.
- Confirmation that auto-renew is on for your domain
An expired domain takes your site offline immediately.
- Current hosting platform login, if rebuilding an existing site
Wix, Squarespace, WordPress — wherever your current site lives.

GOOGLE & SEARCH

- Google account login — or collaborator access granted to my Google account
Needed for Google Analytics 4 setup and Google Search Console verification.
★ REQUIRED BEFORE DESIGN BEGINS
- Google Business Profile — claimed, verified, and manager access granted
If you have not claimed your profile yet, do it now at business.google.com. Verification can take up to 2 weeks by postcard.
★ REQUIRED BEFORE DESIGN BEGINS
- Bing Webmaster Tools account, if you have one

THIRD-PARTY INTEGRATIONS

- Scheduling / booking platform login
Calendly, Acuity, Square Appointments, HoneyBook, etc.
- Payment processor login
Stripe, PayPal, Square — if accepting payments on the site.
- Email marketing platform login
Mailchimp, Klaviyo, ActiveCampaign, ConvertKit, etc.
- CRM or client management platform login
- Chat widget provider login
Intercom, Tidio, Drift, etc. Or let me know if we are setting one up fresh.
- Social media handles for all active platforms
Instagram, Facebook, LinkedIn, TikTok, Pinterest, YouTube, X — so links and feeds can be connected correctly.

Any other platform that needs to connect to the site

**PRO
TIP**

Do not send passwords over email or text. Use a password manager like 1Password or LastPass to share credentials securely, or be available for a brief screen-share to log in together. After the project, update any shared passwords.

SECTION 5

Goals & Project Details

The decisions that shape what we build and how we measure success

Due: Before kickoff call — so we can have a real strategy conversation, not a discovery one.

YOUR WEBSITE GOALS

- Primary goal of the website — the #1 action you want visitors to take
Book a call. Submit a form. Buy a product. Download a resource. If everything is equal priority, nothing is.
★ **REQUIRED BEFORE DESIGN BEGINS**

- Secondary goals, if applicable
Build trust. Showcase portfolio. Grow an email list.

- Who your ideal client is — described specifically
Not "small business owners." More like: "Established solo practitioners in creative fields, billing \$75K+ annually, who have outgrown DIY."
★ **REQUIRED BEFORE DESIGN BEGINS**

- How clients currently find you
Referrals, social media, Google, networking events, ads. This shapes how we optimize the site.

- Top 2–3 competitors or comparison points
Who are you being compared to? Knowing this helps define your positioning.

YOUR CURRENT SITUATION

- Current website URL, if you have one

- What you most dislike about your current site
Layout, copy, colors, speed, outdated content, hard to update. Be specific.

- Content or pages from the current site that must carry over

- Content that should be removed or retired in the new version

- Any past website projects that did not go as planned, and why
No judgment — this helps me avoid the same pain points.

TIMELINE & LOGISTICS

- Ideal launch date — and whether it is a hard deadline
A launch tied to an event, campaign, or rebrand changes priorities.
★ **REQUIRED BEFORE DESIGN BEGINS**

- Any dates the site must NOT go offline during the project
Active promotions, booked events, media appearances.

- Your availability during the project
How quickly can you respond to feedback requests? 48 hours is the expectation. If you have a busy season coming, flag it.

Who else is involved in approvals

Business partner, manager, spouse? Identify all decision-makers upfront. Late-stage opinion changes from unexpected stakeholders extend every timeline.

Post-launch: who will maintain and update the site

You? A team member? Retainer with me? Plan this before launch, not after.

**PRO
TIP**

The single most common cause of timeline overrun is missing content. The second most common is slow feedback. Block time on your calendar now for reviews — at least two 30-minute blocks per week during the active build phase.

How to send your materials

Everything submitted in an organized, clearly labeled format gets processed faster and leads to fewer questions. Here is the simplest system that works:

1 Create a shared Google Drive folder

Name it: [Your Business Name] — Website Project Share it with: tatiana@davidovmediadesign.com (or the email I provided at kickoff)

2 Create subfolders inside it

Suggested: /Brand Assets /Photos /Written Content /Logins (use a doc, not raw passwords)

3 Drop files in as they are ready

You do not need everything done before you start adding. Just name files clearly and add a note in our email thread when a batch is ready for review.

4 Flag anything that is not ready

A quick "logo is with the printer — will have it by Friday" is far more useful than silence. I plan around what I know.

Section	Key items needed	When
1 Brand	Logo, colors, fonts, reference sites	Before design
2 Content	Homepage copy, services, bio, testimonials	Staggered — see section
3 Photos	Headshot, lifestyle photos, work samples	Before respective pages
4 Logins	Domain registrar, Google, integrations	Before launch
5 Goals	Primary goal, ideal client, launch date	Before kickoff

Let's build something great.

The more organized you are going in, the smoother the project goes — and the closer the final result is to what you envisioned. This checklist is your map. Use it.

Questions? I am always reachable at

davidovmediadesign.com

Wix Legend Partner · SEO Specialist · Accessibility Specialist · AI Optimization Specialist