



ALIGN *by* DESIGN

Website Building Checklist

CONTACT INFO & PRICING

Name: _____

Cell: _____ Email: _____

Business Name: _____

Business Address: _____

Business Phone: _____ Business Email: _____

I can help you set up a basic website that includes the following: selecting and purchasing a domain name and hosting service, designing and building your website, teaching you how to work with the content on your own ... or creating an admin or virtual assistant package for me to manage the website for you. Please note that I work with the following website hosting services: Wix, Squarespace, and GoDaddy. Most basic websites can take anywhere from 4 to 10 hours from start to finish. More complicated websites can take well over 10 hours, depending on how much content editing and creation, and design work you may need.

Cost for a basic website design, build, and set up: \$150 domain and hosting setup charge, plus \$150 per page

Includes initial discussion of this checklist, set up and design of basic site, SEO, pages such as HOME-ABOUT-SERVICES-CONTACT-PRODUCT-TESTIMONIALS-TEAM, addition of your supplied content of photos, logo, and text that I can copy and paste into place, or I can use stock photo content that matches your branding. Setup charge includes opening accounts in your name for website hosting and domain name, the input of your credit card information and linking domain to website. Setup charge can be waived if you do this portion on your own.

Cost for a website redesign or refresh is \$80/hr

Do you already have a home page or a website that needs a refresh? Maybe you need to add more pages or start a re-design based on new branding? We aren't technically starting from scratch because you already have a domain name and a hosting service. We will discuss your needs as we go through this completed checklist before we determine the estimated cost/time.

Cost for Virtual Assistant/Admin Responsibilities: \$60/hr

Includes website content editing: adding and deleting content on any pages, adding new events, creating email marketing campaigns and newsletters, adding new services and bookings, managing account profile and settings, automations, and more.



PAYMENT OVERVIEW

When it comes to investing in your small business, cost and value are most likely your two main concerns. It is my intention to offer competitive pricing and a flexible payment process that is accessible to you, the small business owner.

I accept the following forms of payment: An old-fashioned paper check, Venmo, PayPal, and Square. *Please see payment qr code links on last page.*

Here are a few ways that we can work out a mutually beneficial billing and payment process for my services:

- **Per page pricing** means you can add a page at anytime and pay when it is complete. The rate for this is \$150 per new page.
- **One price per project** that is agreed upon ahead of time once we go over the details of the checklist and determine the scope of the website edits or the new website creation. This can be beneficial if you already have a website and have a few pages that need to be tweaked and a few new pages that need to be added (both are different rates), as there may be a way to bundle it all into one slightly reduced price. Payment will be requested by me via an itemized invoice at the end of the project.
- **Retainer system** - If you know that you are going to need multiple website edits throughout the month, I would recommend we start with a retainer style system. You can pay a lump sum up front and I will work it off throughout the month on different projects that you are interested in. You can choose what that amount is each month, based on your budget. An example would be a \$500 retainer on the first of the month ... which would cover between 6-8 hours of website refreshing, content updating, or page additions - which are all different rates. Payments are due on the 1st of the month. There is no extended monthly contract, we will work on a month-to-month basis.

CHECKLIST PAGE 1

CHECK ALL BOXES THAT APPLY UNDER EACH HEADING. MULTIPLE CHECKS ARE OK.

LOGO

- I have a logo
- I can provide the necessary logo files for the website (ideally, vector files such as .ai or .svg)
- I have created a logo style that I like on Canva but I need help making it mine (** some Canva images are considered trademarked or intellectual property and so you won't be able to trademark them for your own use without editing them)
- I have ideas sketched for a logo that I need help turning into a final design
- I don't have a logo and I have no idea what I want
- Other:

BRANDING COLORS & FONTS

- I have a color scheme and fonts that I'm interested in
- The colors and fonts I like are already in my logo
- I don't have any particular colors or fonts in mind (browse [googlefonts.com](https://www.googlefonts.com) for free downloads)
- I need help picking a color scheme or fonts for my website
- Other:

DOMAIN NAME

- I know the name of the website I would like to have
- I have already checked [Godaddy.com](https://www.godaddy.com) (or another site) to see if that name is available
- The name I want is available
- I have already bought the domain name
- I don't know what name I want for my website
- The name I want for my website is not available
- I need help coming up with an alternative name for my website
- I need help purchasing the domain name
- Ideal Name:
- Alternate Names:
- Other:

WEBSITE HOSTING PLATFORMS

- I have looked into various platforms and I know which one I want to use (example: GoDaddy, Wix, Squarespace)
- I have looked into various platforms but I don't know which one I prefer
- I need help to decide which platform will work best for me and my needs
- I already have an old website that needs updating
- I already have an old website but I want to cancel it and start over somewhere new
- Other:

WEBSITE HOSTING PRICING

- I have compared pricing on different website hosting services
- I decided I want a Basic Plan and I am aware of the monthly/yearly cost
- I decided I want a Small Business plan and I am aware of the monthly/yearly cost
- I decided I want a Pro Plan and I am aware of the monthly/yearly cost
- I realize that based on the cost, I need to factor in whether the following items come with my plan for free or if they incur extra charges each month:
 1. Email marketing
 2. Blog
 3. Ability to accept online payments in US
 4. Ability to accept online payments International
 5. Ability to integrate a calendar/booking program like Calendly or Acuity
 6. Shop
 7. Bookings only
 8. Bookings with payments
- Other:

WEBSITE ADMINISTRATION

- I am willing to learn how to maintain my website so I can make changes on my own at any time
- I do not want to learn how to maintain my website and will pay for someone else to make changes
- I do not want to learn how to maintain my website and will pay you (Karen) to make changes
- Other:

WEBSITE IMAGE CONTENT

- I have a file folder that contains all or most of the images that I want to use on my site
- I have photos or artwork that I can provide to give my website a more dynamic interface for users
- I plan to take some photos and provide artwork while the website is being created
- I will use stock photos from my website hosting service
- Other:

WEBSITE TEXT CONTENT

- I have a file folder that contains all or most of the content that I want to use on my site
- The content that I want to use on my site is typed out so that it can be copied & pasted
- I need help narrowing down my ideas and creating content for my site
- Other:

ACCEPTING ONLINE PAYMENTS

- My website DOES need to be able to accept online payments
- My website DOES NOT need to be able to accept online payments
- I have a business PayPal account (you most likely cannot use a personal PayPal acct.)
- I need to open a PayPal business account
- I have a Square account (check to see if your website hosting services partners with them)
- I have a Venmo account (check to see if your website hosting services partners with them)
- I have a Stripe account (check to see if your website hosting services partners with them)
- I have another type of financial app/acct:
- I am aware that if I want to accept credit card payments through PayPal, I need to have a business PayPal account because most website hosting services will not allow a personal PayPal account to be used
- I am willing to link my bank account to my website and can provide the correct information to do so
- I would rather let the website handle all credit card transactions and then deposit the money into my bank account** (discuss with Karen: some websites/financial institutions will not allow this if it doesn't fall within their personal morality parameters....such as cannabis, psychic, etc)
- Other:

SOCIAL MEDIA ACCOUNTS

- I have the following social media accounts:
- I plan to link to these accounts on my website
- I don't have social media accounts
- I need help setting up social media accounts
- Other:

LINKTREE

- I currently have a Linktree on my social media accounts
- I would like to consider creating a link page that exists on my website instead so all traffic is always routed through my site instead of through a third party
- Other:

GIFT CARDS/CERTIFICATES

- I would like to offer gift cards on my website
- I would like to offer paper gift certificates
- I need help with the design of paper gift certificates
- I do not need gift cards or gift certificates
- Other:

SUBSCRIBERS

- I would like to have a Subscribe feature on my website
- I plan to use the email marketing feature for my subscribers
- I would like to offer a freebie to those who subscribe to my site
- I already know what freebie I will offer
- I have no idea what freebie to offer
- I need help creating a freebie to offer
- Other:

EMAIL MARKETING

- I plan on sending emails to my customers through my website
- I plan on having someone else send my emails through my website
- I plan to have Karen send emails through my website
- I plan to use another email marketing tool, such as:
- I am aware that most platforms will let you send approx 4 free emails a month but that I may need to upgrade my plan if I want to send more
- I plan to send out marketing emails this often:
- I would like to send out newsletters in addition to, or instead of marketing emails
- Other:

TESTIMONIALS

- I would like to have a testimonials page
- I don't need a testimonials page
- I have testimonials already, that can be added to the page
- I will ask for testimonials so that they can be added to the page
- I will provide testimonials in text form that can be copied and pasted
- I can add a testimonials page in the future
- Other:

ABOUT ME

- I would like an About Me page
- I have information ready
- I have a photo of me that can be used in this section
- I need a photo of me taken for this
- I will provide About Me info in text form that can be copied and pasted
- Other:

SERVICES AND OFFERINGS

- I have one or more services that I would like to offer
- I have all of the descriptions I need for each service so it can be copied and pasted into the pages
- I need help refining my services and descriptions
- I know how much I am charging per service
- I realize that for each payment that is taken on the website, there will be a fee (from Square, PayPal, etc), and I have built that fee into my pricing
- I did not realize that for each payment that is taken on the website, there will be a fee (from Square, PayPal, etc), and I need to build that fee into my pricing
- I opt to not pass on that fee to my customers
- Other:

BOOKING OF SERVICES/OFFERINGS

- I plan to offer services that can be booked
- I am aware that having the ability to accept bookings with payments on my website might incur an extra monthly/yearly charge for this feature
- I have Calendly
- I have Acuity
- I have a CRM program that I would like to attach to my website via coding or a link
- I have another booking platform:
- I have checked to see if my booking platform will integrate with my preferred website hosting platform
- I prefer to use the booking platform that comes with my website
- I would like to accept payment in person
- Other:

EVENTS

- I plan to have an events page
- I plan to link my events to outside websites, links, or booking platforms such as Eventbrite
- I plan to offer paid tickets, free tickets, and RSVP buttons
- I do not plan on having an events page
- Other:

SHOP

- I plan to have a shop on my website
- I do not plan to have a shop on my website
- I am aware that having a shop on a website might incur an extra monthly/yearly charge for this feature
- I plan to use my own form of accepting credit cards through my PayPal or other account
- I plan to use the website to process and collect all charges from my shop ** (See Accepting Online Payment section on page 3 regarding morality clause)
- I am willing to input my banking information so that the website can deposit my earnings in my account
- I am aware of the tax implications in regards to my online shop
- I have a business sales tax number
- I do not have a business sales tax number
- I have products available through third parties that I would like to link out to from my website
- Other:

BLOG

- I plan on starting a blog and I will publish that content
- I plan on starting a blog and I will give you the content to copy, paste, and publish
- I would like to be able to publish the blog to my social media sites in addition to my website
- I do not plan on doing a blog, but I understand that I can add one in at any time
- Other:

COURSE/PROGRAM

- I plan to offer an online course or program
- I do not plan to offer an online course or program
- I have a course platform that I want to link to: Kajabi, Teachable, etc
- I want to use the course/program feature on the website
- I plan to set the course up myself
- I need help setting up the course
- I have all of the relevant course content ready to be copied and pasted into the site
- Other :

PRIVATE MEMBERSHIP/GROUP ACCESS

- I plan on having this feature on my website
- I would like to charge a subscription fee for this feature
- I do not plan on having this available on my website
- Other:

SEARCH ENGINE OPTIMIZATION (SEO)

- I am willing to learn how to add SEO keywords to all of my pages
- I would prefer to have all of the SEO keywords added to my pages for me
- I have a list of all the keywords that I would like to be copied and pasted to my website
- I need help coming up with keywords to add to my site
- Other:

GOOGLE BUSINESS PAGE

- I am interested in having a Google Business Page so that people can search for and find me
- I already have a Google Business Page and I update it regularly
- I already have a Google Business Page but it needs to be updated
- I need help creating a Google Business Page
- I need help reaching out to my clients to post reviews on my GBP
- I will reach out on my own to my clients to post reviews on my GBP
- Other:

SUBSCRIPTIONS

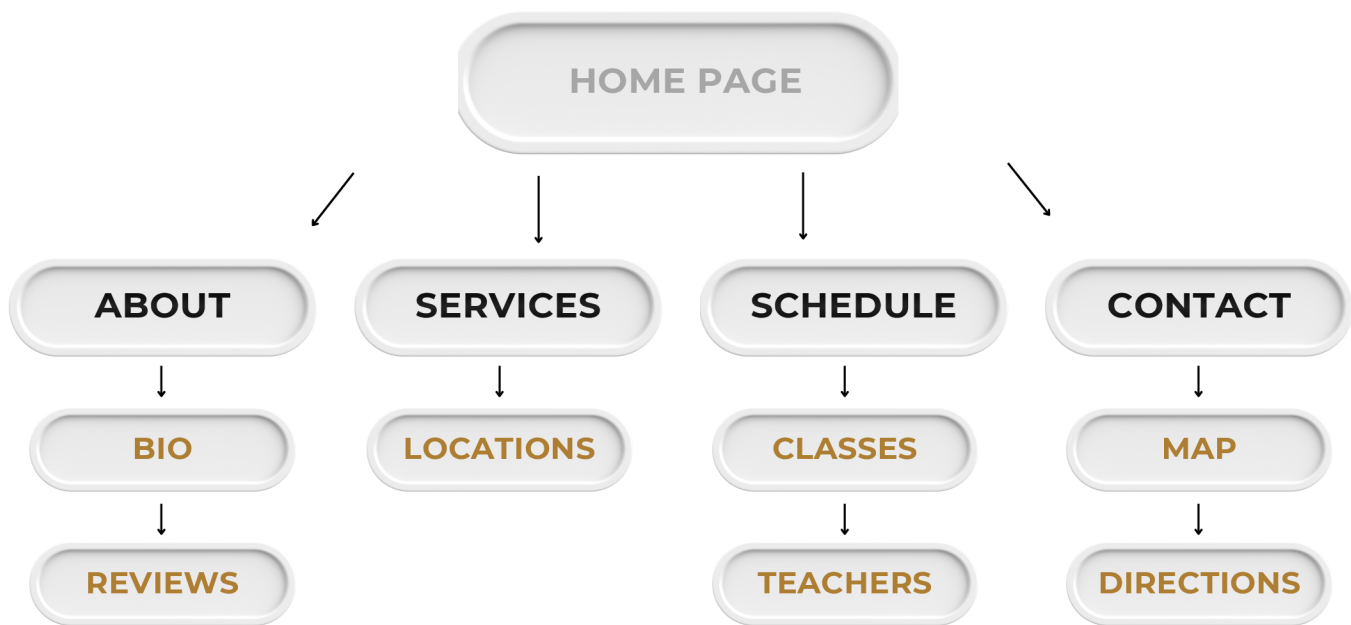
- I plan to offer subscriptions or recurring payments for:
- I already have this set up in Square/PayPal/Other
- I do not have this set up
- I do not plan to offer subscriptions or recurring payments
- Other:

FORMS

- I plan to use a Google Form on my site (for contact or informational purposes)
- I have the Google Form already created so it can easily be linked to my site
- I would like to use a Google Form on my site
- I need help creating a Google Form to use on my site
- I plan to use the form feature on my web hosting service
- I plan to have multiple forms on my site
- I use Jotform or other form hosting platform and I will link to that
- Other:

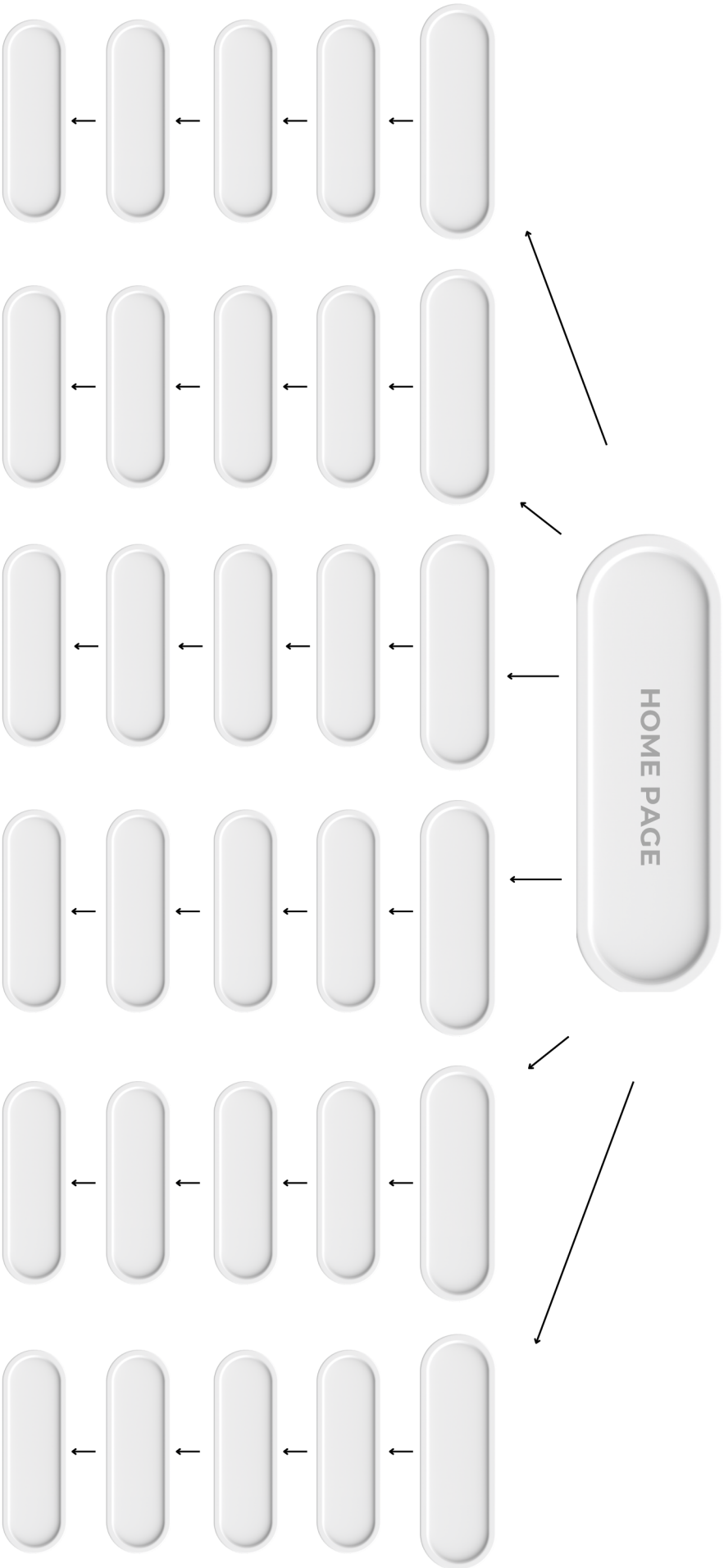
WEBSITE DESIGN FLOW CHART

Every website comes with a Home Page. How many “parent” tabs (such as About, Services, Contact, etc) and how many “child” tabs are up to you. Parent tabs are shown in black text, below. A child tab means any extra tabs that are nested in a dropdown menu underneath the parent tabs. Child tabs are shown in tan text, below.



Using the graphic idea above, start your own flow chart on the next page or on a separate piece of paper. This will help immnesely when the structure and layout of the site is being set up.

Keep in mind that you want your website to be a nice, easy, organized place to land. Not a chaotic mess of endless clicks with a million tabs.



WEBSITE DESIGN & CONTENT ORGANIZER

Using the blank space below, either sketch out the look you are going for, or use a bullet point list to organize your thoughts on fonts, colors, layouts, images and graphics, etc.

PARENT TAB NAME: _____

CHILD TAB NAME: _____



ALIGN *by* DESIGN

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@alignbydesigncreative

PayPal Payment Link:



Venmo Payment Link:

