

WEBSITE CHECKLIST 2019

WHEN COMPLETING YOUR CHECKLIST PLEASE PUT ALL INFORMATION IN A WORD DOCUMENT OR A PDF. THIS INFORMATION IS IMPORTANT PLEASE TREAT IT AS SUCH.

- 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) Phone Number your business may have
- 4) Your Email Address for your business if you have more than one please send them all (support@youremail.com, contact@youremail.com, or JohnSmith@youremail.com)
- 5) Social Media Links for all networks your business can be found on (www.instagram.com/exquisitevisuals)
- 6) Your hours of operation, even if you do NOT have a physical store these will be the hours during which you check emails. (Monday - Friday 11:00am- 6:00pm . Closed on Weekends)
- 7) Your color scheme if the colors are not clear in your logo. Please send HEX Codes or RGB Codes.
- 8) List of services. Please provide photos for services, prices and descriptions. For example if your a Photographer
 - a) Pet Photography
 - i) \$25 per hour
 - ii) We can shoot on location or at the studio
 - b) Birthday Shoots
- 9) 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) If you sell hair please organize your hair prices like this:

- **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

- 10) 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 \$45 fee.
- 11) 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?)
- 12) 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)
- 13) Meet Your CEO (if needed)
- 14) Employee Bios/Brand Ambassadors (if needed)
- 15) FAQs Information
- 16) Shipping Policies
- 17) 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. eXquisite Visuals Design Agency is NOT responsible for any trials or payments attached with Rocket Lawyer. That is on your behalf! Please do NOT email us with any questions, comments or concerns in reference to Rocket Lawyer.

i) www.rocketlawyer.com

- 18) Blog Information (Please send 2 blog posts) - If your site has a blog
- 19) Please provide 3-7 quotes or slogans for banners like "Good Hair ain't cheap"
- 20) Please provide 3-7 quick sayings like "Shop Bundles, Tops are This Way" for your buttons or boxes.
- 21) 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
- 22) Please send a minimum of 10 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.

- 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 would like your photos edited they will be used on your site "as is"!

- 23) 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.
- 24) If you would like your Instagram feed to be shown on your site please send your Instagram login.
- 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) 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
- 27) What aspects would you like on your site? (Glitter, Slideshows, etc etc.)
- 28) Any other information that you have for me that is not seen up above.

CHECKLIST SHOULD BE SUBMITTED AND UPLOADED ONLINE <https://www.exquisitevisuals.net/website-checklists>, IF YOU ARE HAVING ISSUES WITH THE SITE PLEASE EMAIL US SO THAT WE CAN GIVE YOU FURTHER INSTRUCTIONS.