

Web Design CHECKLIST



PLEASE NOTE ALL OF THIS INFORMATION MUST BE SUBMITTED IN ONE BIG EMAIL OR A WORD DOCUMENT. A WORD DOCUMENT IS NOT REQUIRED BUT IS HIGHLY SUGGESTED. PLEASE DO NOT SEND ANY SCREENSHOTS OF PRICES, TEXT, ETC. ALL TEXT MUST BE TYPED OUT! REMEMBER, I AM TRYING TO MAKE THIS A SMOOTH PROCESS FOR BOTH YOU AND I.

AT NO TIME WILL I ACCEPT WEBSITE INFORMATION/PHOTOS VIA INSTAGRAM DIRECT MESSAGES OR TEXT MESSAGES.

- LOGO
 - IF YOU HAVE A LOGO THAT WAS NOT DESIGNED BY LDKL, YOU MUST PROVIDE THE LOGO IN A .PNG (TRANSPARENT) FILE.
 - IF LDKL DESIGNED YOUR LOGO, YOU'RE GOOD TO GO!

 - COLORS
 - MOST TIMES, WEBSITES ARE DESIGNED USING THE SAME COLORS USED IN YOUR LOGO OR BRANDING MATERIALS. IF AT ANY TIME COLORS AREN'T STATED SPECIFICALLY, I WILL AUTOMATICALLY DESIGN ACCORDING TO THE COLORS IN YOUR LOGO AND/OR BRANDING MATERIALS. IF YOU'D LIKE YOUR SITE TO BE A DIFFERENT COLOR, PLEASE BE SURE TO STATE THAT!

 - IMAGES
 - PLEASE SEND ME ALL IMAGES THAT YOU WOULD LIKE ADDED TO YOUR SITE VIA EMAIL. MOST CLIENTS HAVE PHOTO SHOOTS FOR THEIR BRAND IN ORDER TO ENSURE A NICE WEBSITE. HIGH QUALITY IMAGES WILL MAKE YOUR SITE STAND OUT. THIS ISN'T REQUIRED BUT HIGHLY SUGGESTED! DUE TO THIS, AND DUE TO THE FACT THAT I LOVE TO MAKE YOUR SITES NICE, I WILL ONLY WORK WITH HIGH QUALITY/PROFESSIONAL PHOTOS. HOWEVER, IF YOU DO NOT HAVE ANY, JUST KINDLY LET ME KNOW AND I WILL PROVIDE STOCK PHOTOS TO BRING YOUR SITE TO LIFE.
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- PRODUCTS

- IF YOUR SITE CONSISTS OF SELLING PRODUCTS, PLEASE BE SURE TO SEND THE PRODUCTS, PRODUCT IMAGES, DESCRIPTION, AND PRICING OF PRODUCTS TYPED OUT IN EITHER A WORD DOCUMENT OR EMAIL.
- IF YOU HAVE A HAIR BUSINESS, I HAVE STOCK PHOTOS AVAILABLE IF YOU DO NOT.
- **HAIR BUSINESSES:** PLEASE DO NOT LEAVE ME TO DO THE MATH FOR YOU. FOR EXAMPLE: “ADD \$5 TO WAVY TEXTURES” OR “ADD \$30 TO 30 INCH WIGS”. I WILL **NOT** DO THIS FOR YOU. I WILL ASK YOU TO PROVIDE ANOTHER DOCUMENT WITH THE PRICING TYPED OUT.
- **CLOTHING BUSINESSES:** PLEASE BE SURE TO SEND COLORS THAT YOU OFFER IN EACH ITEM, SIZES THAT ARE AVAILABLE, AND NAMES OF THE CLOTHING ITEM ETC.
- IT IS IMPERATIVE THAT YOU ARE SUPER SPECIFIC ON THE PRODUCTS, PRICING, ETC.

- STORE POLICIES

- PLEASE SEND ME ANY POLICIES SUCH AS RETURN POLICIES, SHIPPING POLICIES, FAQ’S ETC. THIS IS AN IMPORTANT SECTION FOR YOUR CUSTOMERS. PLEASE BE SPECIFIC AND MAKE SURE SPELLING IS CORRECT. I WILL NOT PROVIDE STORE POLICIES FOR YOU, BUT I WILL DO A REVIEW.

- CONTACT INFORMATION

- BUSINESS EMAIL
- PHONE NUMBER
- BUSINESS LOCATION (IF APPLICABLE)
- SOCIAL MEDIA HANDLES

- PAYMENT PROCESSING

- ONCE YOU PAY IN FULL, YOU WILL RECEIVE FULL ADMIN RIGHTS TO YOUR WEBSITE. I WILL RETAIN EDITING RIGHTS. YOU WILL BE ABLE TO CONNECT WHAT TYPE OF PAYMENTS THAT YOU WILL ACCEPT ON YOUR SITE. PLEASE DO NOT SEND ME BANKING OR PAYMENT INFORMATION.
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- SOCIAL MEDIA LINKS
 - IF YOU'D LIKE FOR ME TO CONNECT YOUR INSTAGRAM FEED TO YOUR WEBSITE, YOU MUST BE PROVIDE ME WITH THE LOGIN INFORMATION. IF YOU ARE NOT COMFORTABLE GIVING OUT THIS INFORMATION, NO WORRIES. I CAN ADD THE FEED THERE ON THE SITE, BUT YOU MUST CONNECT IT YOURSELF.

- BOOKINGS
 - OFTEN TIMES CUSTOMERS LIKE FOR THEIR BOOKINGS TO BE EMBEDDED IN THE SITE,. PLEASE SEND ME A LIST OF THE SERVICES YOU OFFER ALONG WITH THE PRICES.
 - A DESCRIPTION AND THE LENGTH OF TIME OF SERVICE IS HIGHLY SUGGESTED.
 - I WILL NEED THE HOURS YOU WORK FOR PROPER BOOKING SCHEDULE.
 - IF YOU'D PREFER TO KEEP YOUR THIRD-PARTY BOOKING SITE, THAT IS NO PROBLEM! I CAN ALWAYS LINK THAT SITE TO YOUR WEBSITE.

- ADDITIONAL INFORMATION
 - IF YOU HAVE ANY TAGLINES OR QUOTES THAT YOU USE IN YOUR BRANDING, YOU MAY PROVIDE THAT FOR BANNER PURPOSES IN YOUR DOCUMENT.

THESE ARE THE BASIC ITEMS NEEDED FOR THE SITE. IF YOU HAVE ANY SUGGESTIONS, ADD-ONS, PLEASE FEEL FREE TO INCLUDE THAT IN THE EMAIL OR WORD DOCUMENT.

THANK YOU DEAR CUSTOMER,

Kendra LaDonna
