

CLIENT PREP CHECKLIST

What to have ready before we start.

Design and build move quickly once we start — the thing that stretches a two-week project into six is waiting on content. Use this list to gather what your tier needs before your Survey call, and we'll move straight into the Draft stage without delays.

Every project, every tier

Needed before the Survey stage, regardless of which tier you've booked.

- ☐ Goals defined — the one thing a visitor must walk away with
- ☐ Target audience described in a sentence or two
- ☐ Existing brand material gathered (logo, colors, fonts) — if you have it
- ☐ Core business info ready: name, address, phone, hours (if applicable)
- ☐ Domain name registered, or a shortlist of options
- ☐ Hosting preference noted, if you already have one in mind

FOUNDATION

1–3 pages · \$620

- ☐ Written content for each page you're building (e.g. Home, About, Contact)
- ☐ Logo file in a high-res format, if you have one (SVG, AI, or PNG)
- ☐ Who should receive contact form submissions
- ☐ Revision notes consolidated into a single round

FRAMEWORK

Up to 6 pages · \$850

Everything in Foundation, plus:

- ☐ Content for additional pages (e.g. Services, Gallery)
- ☐ Images for gallery or portfolio sections
- ☐ Any icon or illustration references you'd like reflected in the design
- ☐ Analytics access info, if you already use Google Analytics or similar
- ☐ Revision notes grouped and prioritized across two rounds

FLAGSHIP

Full custom · \$1,200

Everything in Framework, plus:

- ☐ A full sitemap of every page you want included
- ☐ Blog/CMS content plan — first few posts drafted or outlined
- ☐ Who will manage the blog/CMS after launch
- ☐ Content ready for every page beyond the core set
- ☐ Target launch date confirmed, for priority timeline scheduling
- ☐ Revision notes grouped and prioritized across three rounds

Before handoff, every tier

Accounts stay in your name from the start — nothing about your business lives in someone else's login.

- ☐ Domain access confirmed so it can be pointed at the finished site
- ☐ Walkthrough call scheduled for anything you'll maintain yourself

Questions about any of this? Email hello@ashborndesigns.com — we'd rather answer it now than guess later.
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