Website Content Prep Checklist

What to gather before your web designer asks for it

Business information

- [ ] Business/brand name and legal name if different.
- [ ] Address, phone, email and hours where publicly appropriate.
- [ ] Service areas and languages served.
- [ ] Current website and social/business profile links.

Positioning

- [ ] One-sentence description of what the business does.
- [ ] Ideal customer and their biggest objection before buying.
- [ ] Real differentiators, not generic claims like "quality service".
- [ ] Certifications, memberships, warranties or awards actually held.

Services & products

- [ ] A list of services or products with enough detail to write about accurately.
- [ ] Pricing approach, even if exact numbers aren't published.
- [ ] Process or "how it works" explanation in your own words.

Copy & proof

- [ ] Draft copy or detailed notes for each page, or a clear owner for writing it.
- [ ] Testimonials and reviews collected with permission to use them.
- [ ] Case studies or project examples with context, not just gallery photos.
- [ ] Team bios and credentials where relevant to trust.

Photos & media

- [ ] Logo files, ideally vector (AI, EPS or SVG).
- [ ] Real photos of the team, location and work, not only stock imagery.
- [ ] Any video assets or plans for video.

- [ ] Confirmation you have the rights to use every image supplied.

Technical & existing-site access

- [ ] Domain registrar login or delegated access.
- [ ] Current hosting and CMS details if the site is being rebuilt.
- [ ] Search Console and Analytics access.
- [ ] A list of current URLs, especially ones with real traffic or backlinks.
- [ ] Existing integrations: CRM, booking, email marketing, payment processor.

Legal & policy

- [ ] Any existing privacy policy, terms or industry disclaimers to review.
- [ ] Regulated-industry requirements the site needs to reflect (if applicable).

See vortio.com/resources/website-toolkit/content-prep for the interactive version and more context on each section.