

Get Organized Before You Launch

INSTANT WEBSITE PREP CHECKLIST



Fast, Beautiful,
Stress-Free Websites for
Coaches & Creatives

DEBBIE FUNG-A-WING
ADF WEB STUDIO



Website Prep Checklist

1. Clarify Your Brand Basics

- Business name + tagline
- Logo files (PNG, JPG, SVG if available)
- Brand colors + fonts
- Professional headshot or brand photo

2. Prepare Your Website Content

- About text (short and friendly)
- Services or packages (with descriptions)
- Testimonials or reviews
- Contact info (email, phone, social links)

3. Gather Visuals

- Brand photography or stock images
- Product or portfolio photos
- Background textures or graphics

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*By failing to prepare,
you are preparing to fail.*

— Benjamin Franklin



Website Prep Checklist

4. Quick SEO Prep

- List keywords/phrases your clients search
- Describe in one sentence what you do
- Create short titles for each page

5. Tech & Domain

- Domain name ready or purchased
- Professional email address set up
- Know your preferred website platform (WordPress, etc.)

Ready to Launch Your Instant Website?

You've done the prep – now let's bring it to life!

If you're ready to skip the tech stress and launch your professional, polished website in under a week, I'd love to help you make it happen.

[Learn More](#)

ADF Web Studio
www.adfwebstudio.com
