

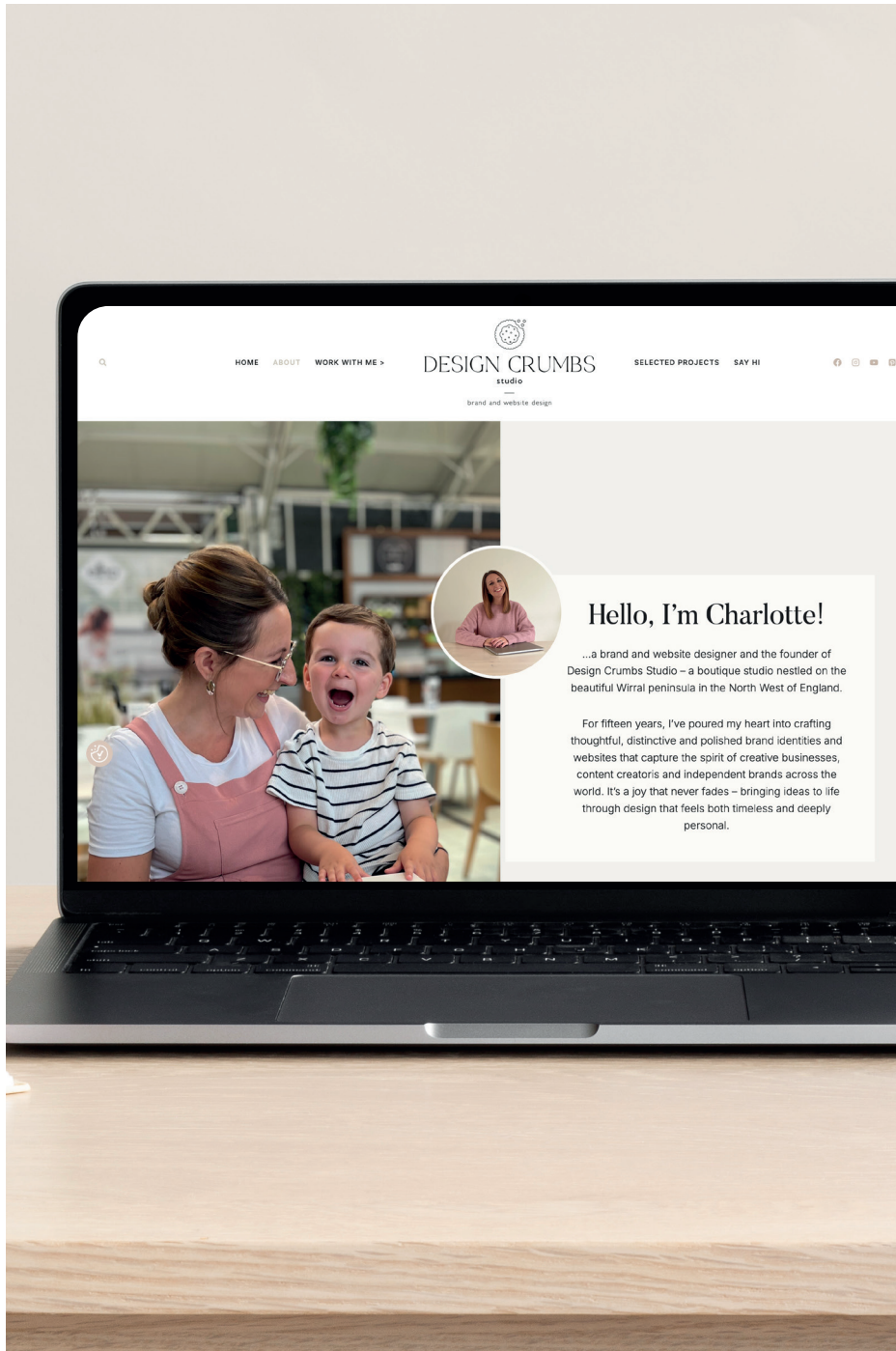
How to Prep for your Website Project

Your guide to stepping into your website journey
with clarity, confidence and calm



DESIGN CRUMBS STUDIO





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*all things
start small*

#SMALLBUSINESSOWNER



Introduction

Your website is the digital home of your brand: a place where your personality, vision and values come alive. Before the design magic begins, taking some thoughtful steps to prepare can make the process smoother, faster and far more enjoyable.

This guide is here to help you feel ready, organised and inspired, so when it's time to hand over the reins, your website reflects your brand beautifully and effortlessly.



LET'S SHOP
indie
♥

Clarify your Goals

Ask yourself:

What do I want my website to achieve?

Who is my ideal visitor and what do I want them to feel or do?

Are there specific actions I want people to take (book a call, buy, subscribe, explore)?

Having clear goals gives me, as your designer the roadmap to create a website that truly serves your brand and your audience.

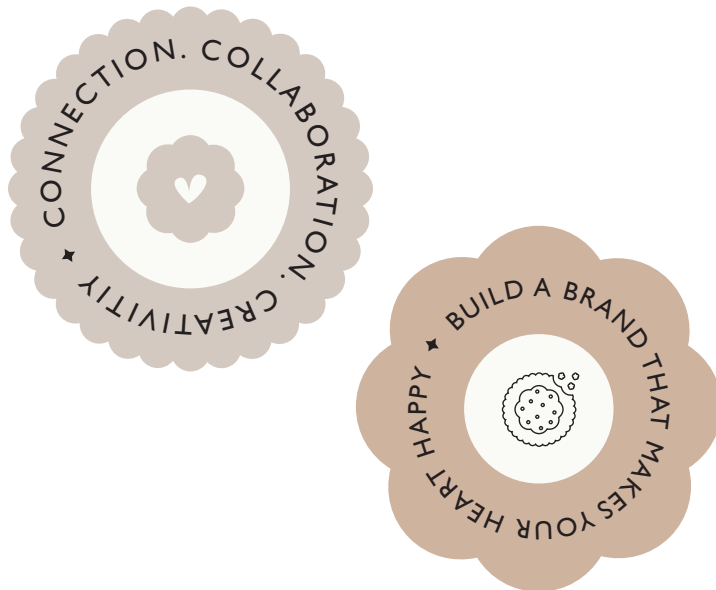


Gather your Brand Assets

Collect the building blocks of your visual identity:

- * Your logo files (different versions if you have them)
- * Colour palette and typography guidelines
- * Patterns, illustrations or photography
- * Any brand imagery or icons

If I am creating your brand identity, please leave this will be and I will collate all of this for you!



Prepare your Content



Your words, images and messaging are the heartbeat of your site.

Start thinking about:

- * Home page headline and introduction
- * About page copy
- * Service offering or product information
- * Product titles, descriptions, prices delivery costs (if an ecommerce site)
- * Blog posts (if relevant)
- * Resources
- * Calls-to-action
- * Social media handles for icons (if you'd like your Instagram feed to be displayed, you will also need to provide your password - please note I treat all sensitive information confidentially)

Collate your Images



Your images are the visual storytellers of your website – the moments, details and textures that help visitors connect with your brand instantly. Before your project begins, take a little time to gather a collection of photographs that truly reflect who you are and what you do.

Here are a few types of images to consider:

- * Portrait or lifestyle photos

Natural, authentic images of you – whether softly posed brand portraits or candid snapshots of you at work. These help your audience feel an immediate sense of connection and trust.

- * Product, workspace or behind-the-scenes photos

Beautiful shots of your studio, creative tools, packaging, products or the environment you work in. These images add depth and personality to your site, grounding your brand in something real and tangible.

- * Curated stock images

If you don't have every image you need just yet, that's absolutely fine. Stock photography can blend beautifully with your brand when chosen with care. Think textures, tones, details and lifestyle scenes that mirror your aesthetic.

Need help sourcing imagery?

If you'd like support finding high-quality stock photos that complement your brand's look and feel, I'm always happy to help – I can curate a bespoke collection aligned perfectly with your style.

Organise your Technical Essentials

Before the build begins, make sure you have:

- * Domain name and hosting details
- * Any existing website logins or credentials
- * Access to brand email accounts or social media integrations
- * Any preferred plugins or tools you want included

Having these ready prevents delays and makes my life, as your designer, much easier!
So thank you in advance!

If I am arranging domain registering and hosting for you, please leave this to me to sort out!



Define your Timeline and Priorities

Think about:

- * When you'd like your website to launch
- * Any key dates, events or promotions
- * Which pages or features are most important

This ensures the project stays on track and aligned with your goals.



Bringing it all Together



Preparing for your website project is like laying the foundation for a beautiful home – the more thoughtful you are upfront, the smoother, faster and more joyful the process will be.

With clarity, content and inspiration ready, you're set to step into your website journey with confidence– and watch your brand come alive online.

Thank you for taking the time to prepare for this next chapter – and for trusting me to bring your website to life. It truly means the world to be invited into your brand's story in this way.

I'm so excited to begin shaping a space that reflects your vision, your values and the heart of your brand. Together, we'll create a digital home that feels beautifully aligned with you and your brand.

Here's to the start of something meaningful – I can't wait to begin this journey with you.

Much love,
Charlotte

Brand Design

three bespoke concepts
full logo suite
colour palette
typography styling
three brand patterns
brand board

Brand Development

business cards
thank you cards
flyers and leaflets
social media templates
brochures and booklets
packaging

Website Build

domain and hosting set up
premium theme build
content and image
integration
features and functions
basic seo
maintenance

Custom Illustrations

for use on your:
website
social media
marketing materials
communications
presentations