

Website Starter Worksheet

Fill this out before we start. Simple answers are enough - leave blank if unsure.

Client Website Starter

Use this to collect the details, files, and approvals needed to build your website smoothly.

CLIENT FILL-UP

Quick Details

Business / Brand Name

Email

Main Contact Person

Target Launch Date

Phone / Messenger / Viber

Prepared By

Tip: You do not need perfect answers. The goal is to see what is ready, what is missing, and what needs help before design starts.

What do you already have?

Item	Have it	Need help	Not needed
Logo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product or service photos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price list or packages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contact details	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Order or inquiry process	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social media links	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Domain name	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Website content or write-up	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sample websites / design pegs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1. Business and Website Goals

This helps us understand what the website should do for your business.

Main website goal

- | | | |
|---|--|--|
| <input type="checkbox"/> Sell products | <input type="checkbox"/> Get inquiries | <input type="checkbox"/> Show menu / catalog |
| <input type="checkbox"/> Explain a service | <input type="checkbox"/> Collect leads | <input type="checkbox"/> Build trust |
| <input type="checkbox"/> Announce a new brand | <input type="checkbox"/> Book appointments | <input type="checkbox"/> Show location / hours |
| <input type="checkbox"/> Support social media | <input type="checkbox"/> Other | |

Describe the business in one simple sentence

Who are your target customers?

Example: families, students, office workers, tourists, nearby residents, first-time buyers.

What problem or need does your product/service solve?

What should visitors do after viewing the website?

- | | | | |
|--|--|--|--|
| <input type="checkbox"/> Send a message | <input type="checkbox"/> Place an order | <input type="checkbox"/> Call the business | <input type="checkbox"/> Visit the store |
| <input type="checkbox"/> Book a schedule | <input type="checkbox"/> Download a file | <input type="checkbox"/> Follow social pages | <input type="checkbox"/> Other |

Top questions customers usually ask

2. Brand Feel and Design Direction

This keeps the writing and design consistent with your brand.

How should the website feel?

- | | | | |
|---|-----------------------------------|---------------------------------------|----------------------------------|
| <input type="checkbox"/> Warm | <input type="checkbox"/> Friendly | <input type="checkbox"/> Professional | <input type="checkbox"/> Premium |
| <input type="checkbox"/> Simple | <input type="checkbox"/> Modern | <input type="checkbox"/> Fun | <input type="checkbox"/> Playful |
| <input type="checkbox"/> Local / Filipino | <input type="checkbox"/> Clean | <input type="checkbox"/> Trusted | <input type="checkbox"/> Bold |

Words or phrases we can use

Words or claims to avoid

Helpful examples: friendly, sulit, homemade-style, premium, fast, reliable. Avoid claims that are not proven, such as "best", "healthiest", or "guaranteed results".

Websites, pages, or brands you like

Websites, pages, or designs you do not like

Color, font, or layout notes

3. Website Content Fill-Up

Write short notes. We can improve the final wording during copywriting.

Hero headline idea

The first line people will see.

Short website intro

One to two short sentences about the business or product.

Main button text

Example: Order Now, Message Us, Book a Visit.

Second button text

Example: View Menu, See Sizes, Learn More.

Product / service snapshot

Basic details: what it is, sizes, use cases, service coverage, important reminders.

Variants, packages, or prices

Why should customers choose this?

4. Story, FAQ, and Order Details

These details help customers trust the business and know exactly how to buy.

Short brand or business story

Why it started, who it is for, and what makes it meaningful.

Frequently asked questions

Example: How do I order? How do I store it? Do you deliver? What are the sizes?

Order or inquiry steps

Example: Message us, choose size, send location, confirm payment, wait for delivery.

Preferred order message format

Example: Name, order, quantity, size, location, preferred date.

Important reminders for customers

Example: storage, pickup schedule, delivery areas, warranty, lead time, availability.

5. Brand Files and Assets Checklist

Use this page to prepare the files needed before design starts.

Files and materials

Asset	Have it	Need help	Not needed
Logo file	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Icon or profile photo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product or service photos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Team, store, or office photos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price list or menu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product labels or packaging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social media links	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
QR code	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business permits or proof badges	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Map or location pin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer reviews or testimonials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Logo notes

Example: use only this version, do not change colors, use icon only for profile photo.

Photo or video notes

Example: use real product photos only, avoid stock photos, use white background, show actual size.

Best file types: PNG, SVG, PDF, JPG, or WebP. For product photos, send the clearest original files available. Avoid screenshots when possible.

6. Build Readiness and Launch Checklist

This makes the project faster and helps avoid delays before launch.

Client readiness

Item	Ready	Need help	Not needed
Domain name is ready	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hosting or server is ready	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business email is ready	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Final logo files are ready	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Final product/service photos are ready	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Final prices or packages are ready	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contact buttons and links are confirmed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social media links are confirmed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delivery, booking, or order steps are confirmed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mobile view will be reviewed before launch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Fast website checklist

- Use clear but optimized photos
- Use final content before launch
- Make buttons easy to tap on mobile
- Check the website on phone and desktop
- Avoid too many large videos
- Keep sections simple and easy to scan
- Test contact links and order buttons
- Run a speed test before launch

Developer note: Optimize images, set image sizes to avoid layout shift, lazy-load below-the-fold media, keep scripts minimal, and test the live page before handoff.

Technical access or notes

Example: domain provider, hosting provider, email provider, analytics access, preferred contact person.

7. Final Handoff and Approval

Use this page before the project moves from planning into design and development.

Before we start design

- | | |
|---|---|
| <input type="checkbox"/> Main business goal is clear | <input type="checkbox"/> Target customers are clear |
| <input type="checkbox"/> Website sections are approved | <input type="checkbox"/> Brand feel is approved |
| <input type="checkbox"/> Logo and key files are provided | <input type="checkbox"/> Product/service details are accurate |
| <input type="checkbox"/> Order or contact process is accurate | <input type="checkbox"/> Missing items are listed below |

Remaining items or notes before we begin

Approved by

Role / Company

Signature

Date

Next step after this form: We prepare the first website direction, including page structure, visual direction, and a practical launch checklist.