Website kickoff checklist

Tick these off before your free consultation. Rough is fine: whatever is ready on day one keeps the hours, and the cost, down.

- [ ] **Your logo**
  In the best file you have. A vector file (AI, EPS, SVG or PDF) is ideal; a large PNG works too.
- [ ] **Photos**
  Of your work, your space or your team. Phone photos are fine if they are sharp and well lit.
- [ ] **Your text**
  Even rough notes per page. I would rather start with your words than a blank page.
- [ ] **Services and prices**
  As you want them shown on the site.
- [ ] **Pages you want**
  A simple list is fine: Home, Services, About, Contact, and anything else.
- [ ] **Sites you like**
  Two or three, and what you like about each one.

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