5-STEP
SITE PREP
GUIDE

5-STEP SITE PREP GUIDE

SO, YOU NEED A WEBSITE, BUT DON'T KNOW WHERE TO START

Luckily for you, your quick-start action guide is here.

In this guide, you'll learn how to prep for your site with a thoughtful planning process.

We won't go over technical setup stuff, like how to register for domains, hosting, site builders, and the like.

What makes this guide unique is that it will act as your coach -- your web design therapist, if you will, to help you answer deeper questions like why you have your site, who it's for, when you'll launch it, what you'll have on it, and how you'll create it.

Once you're done with this 5-Step Prep, you'll be ready to create your site, either on your own or with the help of a pro.

So, grab a pen, print this baby out if you can, jot down your game plan, and feel the relief of being that much closer to creating your perfect site.

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1. ESTABLISH YOUR PURPOSE

What is the goal of your site? To sell products or services? To serve as an online gallery or portfolio? Consider why you're creating this site and it's purpose will inform the rest of your plan.

The purpose of my site is

_____

_____

_____

2. DEFINE YOUR AUDIENCE

Who are your ideal site visitors? By considering their mindset (who they are, what they're looking for) you'll be sure to show off your most sought-after qualities.

My ideal audience is

_____

_____

_____

3. DETERMINE YOUR TIMELINE

When do you want to launch your site? Is there an upcoming event that you want to have your site ready for? Maybe you want to get your online shop set up before a major holiday? Sticking to a timeline will get your site out the door in a timely manner.

I want to launch my site by [date]

_____

_____

_____

4. DEFINE YOUR CONTENT

A brief bio telling your story is essential. But maybe you want to show your personality through a blog detailing your artistic process, or imagery, themes, and color schemes that resonate with your artistic vision.

The content I'd like to offer is

_____

_____

_____

5. DECIDE ON A METHOD

How will you get your site going? DIY? By teaming up with a designer? A bit of both? Just as your art is an outward expression of who you are, your website is an extension of your works and artistic vision, so choose a method that fits the quality of the work you create.

I'll create mysite by [DIY, with a designer]

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READY TO LEAVE YOUR SITE TO A PRO?

Team up with Jade Rose Designs to
free up your time to focus on what you do best: your art.

Book a free consultation
at jaderosedesigns.com
or write to us with any questions
at hello@jaderosedesigns.com