

WEBSITE DESIGN GUIDE



Checklist

SMONCRIFFE + CO

LOGO AND VISUAL IDENTITY

- High Res. Full-Color Logo
- Contact Information (phone, email, address)
- Business Authentic Photos (optional; but helpful)
- Staff Photos (optional)
- Product Photos & Information (description, cost, inventory)
- Store Policies (refunds, turnaround, etc.)
- Social Media Handlers



DESIGN & NAVIGATION

- Purpose (provide info, promote, sell products)
- Brand Colors | Specific Fonts
- Business Mission & Purpose
- Business Description
- Site Map (Home, About Us, Staff, Gallery, Store, etc.)
- Maintenance Service?



PURPOSE AUDIENCE

- Target Audience
- Payment Options (Sezzle, AfterPay, Klarna, etc.)
- Banking Information (optional; required for store)
- Up to 10 Keywords
- Set up a Google Analytics account (free)



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