



Cool Hat Web Design

Project Checklist

Thank you for considering Cool Hat Web Design for your web design project needs. Please use the following checklist to ensure you have all the information required by us before we begin work on your website or other design needs. We hope this checklist will help you organize your thoughts when considering a new website to help promote your business, non-profit or artistic endeavors.

- Spoken with Cool Hat Web Design and taken advantage of the free initial consultation.
- Registered a domain name and purchased web hosting. Popular registrars include Godaddy.com, and Register.com
- Passed usernames and passwords for the domain & hosting service to us; this includes the login info for the web hosting site, as well as the FTP login info so that we can upload site files to the hosting service itself.
- Given thought to your marketing strategy. What kind of keywords should be associated with this site? What information should be presented in order to attract site visitors, and how should this info be conveyed? Will the site make use of social media (Facebook, Twitter, blog feeds) in order to connect with more users? Where will links to this site be featured, and are visitors to those sites likely to click the link that leads to yours?
- Considered the site structure – what kind of pages the site should have, such as About, Contact, Menu, Directions, etc.
- Planned for any additional site functionality such as a blog, contact form, Facebook widget etc.
- Compiled text for each page – introductory text, bios/"About Us" info, menu items, etc
- Assembled images for the site – photos, logos, thumbnails and any other imagery that needs to be associated with the site. At an additional cost, Cool Hat Web Design can integrate images from iStockphoto.com provided the client gives us the relevant image ID number or URL. If the client would like custom photographs to be taken for their site, we can arrange a meeting with a photographer.
- Designed a logo (if needed). Cool Hat Web Design can refer the client to a graphic designer if there is need for a newly designed logo.
- Considered a color scheme; emailing us with color examples in an image or existing website will be of great help. The web color swatch site Colorjack.com is a great resource for providing color references as well.
- Given us administrator access to any other services such as Facebook, Twitter, company blog, etc so that we can integrate them with your new site.