



## **Checklist for a ProSeries website**

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Name:

Address:

Email:

Phones:

Date:

### ***General data:***

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1. Do you have an existing website?
  - a. If so, what is the address?
  - b. If not, do you have a domain name registered?
  
2. What sort of photography do you do?
  
3. What will be the PRIMARY focus of the website?  
(e.g. weddings/portraits or lifestyle and will it include commercial).

### ***More detail:***

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Do you have existing logo and brand colours?

If not, do you want to use the text style from the chosen design, or do you want a logo designed for you (additional cost)?

If you don't already have brand colours, are there specific colours that you like/dislike or that you would like used or NOT used?



What should the title of the site be (photographer's name, company name etc.)?

### *Structure*

ProSeries websites have a default set of pages, but you don't have to stick to them if you don't want to.

Default setup A:

- Splash
- Welcome
- Gallery (with categories)
- Subject blurb page 1 (e.g. Weddings)
- Subject blurb page 2 (e.g. Portraits)
- Subject blurb page 3 (e.g. Commercial)
- Testimonials or Links
- Contact

or Default setup B:

- Splash
- Welcome
- Services (single blurb page)
- Gallery category 1 (e.g. Weddings)
- Gallery category 2 (e.g. Portraits)
- Gallery category 3 (e.g. Commercial)
- Testimonials or Links
- Contact

The first thing to decide is which of the two types of gallery structure you want. It all depends on whether or not you want to have separate text about each of the gallery sections. If you want to have specific text for (for instance) your weddings service, your portraits service and your commercial service, then choose the first setup. If you just want a general page about your services and then just gallery sections (which don't have text) choose the second option.

Which is your choice (please circle)? A or B

Next you should consider whether you want an updateable testimonials page or an updateable links page (or neither).

Please circle your choice: Testimonials or News or Both or Neither



So those are the basic choices. Now you can consider if there any other pages that you want to include as extras to the default setup (additional charges apply). Optional extras include:

(Please indicate which, if any, you want):

- Matching blog
- Products pages
- Client galleries (Photostore)
- FAQ
- Any other additional pages you may require. Theoretically there is no restriction on the type of page that you want, so ask, and we'll see how it could be built in.

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Once you have determined the type and amount of the content that you want on the site, go through the ProSeries designs and select one which matches your requirements.

Which design do you want? .....

***Content***

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Once you have established the pages that you want, we'll need your content. Although most of the content on your site will be updateable by yourself, we need initial content in order to build the site and put it live. We will need:

- Your logo (if you have one)
- The images that you want to use on each of the pages
- The images for each section of your gallery
- The text for each page
- Keywords and description, and other meta data

For explanations and specifications for these items please see the end of this document.

***Email***

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If you already have your own domain name and are using it for email, we'll need to know all the addresses you are using so that we can replicate them on our system.

We can provide email forwarding, POP3 mailboxes or IMAP mailboxes. We can explain the difference if you are not familiar with these options.

## ***And Finally:***

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Are you interested in having stationery and brochures/cards/fliers designed?

Do you have a date for going live/launch?

## ***Specifications***

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### **Images**

Images should be sent at a minimum size of 1500 pixels on the longest edge, saved as high quality jpegs.

### **Text**

Text should be sent in a Word document showing clearly what text relates to which page.

### **Keywords and description**

Please compile a list of up to 30 keywords and key phrases, of which about 6 should be highlighted as the most important. These should be the sort of words and phrases that you expect prospective clients to be typing into Google in order to find a service such as yours. These will be used during the building of the site to optimise the site for search engines. If you have a special relationship with a wedding venue, or a stylist or other service provider, be sure to include those in your keywords, especially if they are more established than you are.

You should also incorporate as many keywords and key phrases into the main text of your site. This is vitally important for search engine visibility. You have to be careful that the text doesn't end up sounding unnatural, but if you don't use your key words and phrases in the main text of the site, you lower your chances of being picked up by the search engines very considerably.

Please also write a description of your business in about 25 words, to be embedded in the site as part of the hidden data for search engines to use. This description should use as many of your 6 major keywords as possible.