



// PROJECT KICK-OFF

Let's get you live — here's what we need.

Welcome aboard! This short checklist is everything we need from you to build {{PROJECT_TYPE}} on time and without back-and-forth. The faster these come together, the faster you launch. Anything marked **You** is yours to send us; **Us** means we'll handle it (we may just need a quick approval). Don't worry if some items are unfamiliar — we'll walk you through them on the kick-off call.

PROJECT

{{PROJECT_TYPE}}

KICK-OFF CALL

{{KICKOFF_DATE}}

TARGET LAUNCH

{{TARGET_LAUNCH}}

// THE BIG ONE — ACCESS TO YOUR DOMAIN & DNS

To point your website live and verify you with Google & Bing, we need to make changes to your domain's DNS. This is the single most common thing that delays a launch — sorting it early keeps everything on track.

Any one of the options below works:

- Confirm your domain name** YOU
The exact web address (e.g. yourbusiness.ca). Tell us if you already own it or want us to register a new one.
- Give us a way to change DNS — pick one** YOU
(a) add us as a delegate/user on your registrar, or (b) share login to the registrar, or (c) make DNS record changes yourself when we send the exact values.
- Permission to update DNS records** YOU
A, AAAA, CNAME, TXT and (if needed) MX records — to launch the site and verify search engines.
- Existing email on the domain?** YOU
If you send/receive email at this domain, tell us — we'll preserve your mail (MX) records so nothing breaks.

// 1 · CONFIRM & SCHEDULE

- Signed proposal & 50% deposit received** YOU
- Kick-off call booked** US
- Single point of contact named** YOU
Name, email & phone of the one person who approves decisions on your side.
- Target launch date agreed** US

<input type="checkbox"/> Logo Best as a vector (SVG, AI, EPS, PDF). A high-resolution PNG works too. Don't have one? We can help.	YOU
<input type="checkbox"/> Brand colours & fonts Hex codes / font names if you have them, or any existing brand guide.	YOU
<input type="checkbox"/> Photos High-resolution images of your space, team, products or work. Or approve us sourcing professional stock.	YOU
<input type="checkbox"/> Anything we should match (signage, cards, existing site)	YOU

<input type="checkbox"/> Page/section copy The words for each part of the site. Rough notes are fine — copywriting help available if you'd like us to polish or write it.	YOU
<input type="checkbox"/> Business name & tagline	YOU
<input type="checkbox"/> Services list + short descriptions What you offer, in plain language.	YOU
<input type="checkbox"/> Hours, address / service area, phone & public email	YOU
<input type="checkbox"/> "About" / bio + any credentials or certifications	YOU

<input type="checkbox"/> Store account — create or invite us We'll guide you through setting up the account in your name, then add us as staff/collaborator.	YOU
<input type="checkbox"/> Product list Name, description, price, photos, variants (size/colour) and stock for each product. A spreadsheet is perfect.	YOU
<input type="checkbox"/> Shipping rates / zones & pickup options	YOU
<input type="checkbox"/> Payment & bank details Entered by you directly in the store — we never handle your banking info.	YOU
<input type="checkbox"/> Tax settings (GST) & refund/return policy text	YOU

// 5 · FORMS, BOOKING & NOTIFICATIONS

Email address for form / order notifications

Where enquiries and alerts should land.

YOU

Booking tool IF TAKING APPOINTMENTS

Calendly, Jane, Google Calendar, etc. — create it or grant us access so we can wire in a "book now" button.

YOU

// 6 · GOOGLE, BING & SEO

Google account access

For Business Profile, Search Console & Analytics — create one or add us as a manager. We'll set the rest up.

YOU

Confirm exact Name, Address, Phone (NAP)

Must be identical everywhere for local SEO — confirm the precise wording.

YOU

Service-area towns & any target keywords

YOU

Bing / Microsoft account — create & submit

US

// 7 · SOCIAL MEDIA IF APPLICABLE

Profile links (Facebook, Instagram, X, LinkedIn...)

YOU

Preferred social share image

The picture that appears when your site is shared. We'll set defaults if you don't have one.

YOU

// 8 · LEGAL & COMPLIANCE

Privacy policy & terms

Provide your own, or we add a standard starter version for you to review with your advisor.

YOU

Business number / GST registration (for invoicing)

YOU

Mailing-list consent (CASL) IF COLLECTING EMAILS

We'll set up compliant opt-in wording with you.

US

// 9 · APPROVALS & PROCESS

Who signs off on the design

YOU

Revisions

2 rounds included; additional rounds at \$125 CAD/hr.

US

Balance due on launch

YOU

Send what you can — we'll chase the rest on the call

Email anything ready to the address below, or drop it in the shared folder we'll set up. Questions on any item? Just ask.

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