



Website Content Starter Kit

A roomy fill-in guide for your website words, photos, and details.

[Start Here](#)

Business basics

How to use this kit

Type right into the boxes. Use short answers or full paragraphs - whatever is easiest. Send what you have now and we can help with the rest.

Business basics

BUSINESS NAME

BEST CONTACT PERSON

EMAIL

PHONE

LOCATION OR ADDRESS

CURRENT WEBSITE OR SOCIAL LINKS

Main website goal

What do you most want this website to help you get more of? Examples: calls, bookings, quote requests, sales, trust, email signups, or clearer information.



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Core Message

What you do and who you help

What you do

In plain language, what does your business offer? Write this the way you would explain it to a new customer.

Who you help

Who are your best-fit customers or clients? Include location, type of person or business, common problems, or what they are looking for.



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Trust and Tone

Why people should choose you

Why choose you

What makes your business trustworthy, different, helpful, easier to work with, or better for your clients?

Tone and personality

How should the website sound and feel? Examples: friendly, premium, bold, calm, simple, expert, playful, direct, warm, or professional.



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About and Boundaries

Intro copy and what to avoid

Short about blurb

Write a quick intro about your business, your story, your team, or why you do this work. It does not need to be polished.

Anything to avoid

List any words, claims, colors, styles, competitors, topics, services, or promises you do not want included on the website.



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Pages and Actions

What visitors should do

Pages you may want

- | | | | | |
|-------------------------------|----------------------------------|-----------------------------------|----------------------------------|----------------------------------|
| ☐ Home | ☐ About | ☐ Services | ☐ Gallery | ☐ Reviews |
| ☐ FAQ | ☐ Contact | ☐ Blog | ☐ Shop | ☐ Booking |

Main action visitors should take

- | | | |
|-------------------------------|---|--|
| ☐ Call | ☐ Book | ☐ Request a quote |
| ☐ Buy | ☐ Send a message | ☐ Join a list |

OTHER ACTION OR BUTTON TEXT

Page notes

If you know what each page should include, add it here. You can also list pages you are unsure about.



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Offers

Services, products, or packages

Services, products, or packages

List the main things you sell or want people to ask about. Include names, short descriptions, who each one is for, starting prices, or any important notes.



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Photos and Files

What to send with the PDF

Files you may need to send

- | | | |
|---|---|---|
| ☐ Logo files | ☐ Brand colors | ☐ Fonts |
| ☐ Team photos | ☐ Workplace photos | ☐ Product photos |
| ☐ Project photos | ☐ Videos | ☐ Menus or brochures |

Photo, file, and upload notes

Tell us what photos or files you have, where they are stored, what we should use first, and anything we should avoid using.



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Proof and Contact

Reviews, trust, and public details

Reviews and trust

Paste reviews, testimonials, awards, certifications, guarantees, press, before-and-after notes, or anything that helps people trust you.

Contact details to show

List the public phone, email, address, service area, hours, social links, booking link, or contact preferences you want on the website.



Timeline and approval

List important dates, must-have deadlines, who should review the website, and who has final approval.

Extra notes

Anything else we should know before we start? Add ideas, questions, concerns, links, examples, or context here.



Before you send this back

- ☐ I filled in the main questions
- ☐ I attached logo files
- ☐ I attached photos or upload links
- ☐ I added reviews or trust points
- ☐ I included domain or website access if needed
- ☐ I listed the best person for approvals

Last notes or questions

Use this space for anything you want us to know when we open this file.