Coco

FREE GUIDE

Free guide · FOR SMALL BUSINESS OWNERS

THE WEBSITE *Prep* CHECKLIST.

Everything to get ready before you build a new website. Tick it off and your build will be faster, cheaper and far less stressful, whoever you choose to build it.



Hi, I'm Chloe. **Your designer**

1

TECH SET UP

Domain, email, hosting and the logins to have ready.

2

GOOGLE & AI

Get found on Google, and recommended by ChatGPT.

3

IMAGES

Where to find great free photos, and what to shoot yourself.

No. 01 · TECH SET UP

GET YOUR TECH *in order.*

These are the things that hold up most website builds. Sort them now and launch day is just a click.

- [ ] **Your domain name**
  Know where it's registered (e.g. VentraIP, Crazy Domains, GoDaddy) and that you can log in. It should be in your name, not a past designer's.

- [ ] **Business email**
  An address on your own domain (you@yourbusiness.com.au) through Google Workspace or Microsoft 365.

- [ ] **Hosting**
  If you already have a host, find the login. If not, decide whether you'll manage it yourself or have your designer look after it.

- [ ] **A Google account for your business**
  Used for Analytics, Search Console and your Business Profile, so the data always stays yours.

- [ ] **Logo files**
  The best versions you have: SVG, PDF or a large PNG with a transparent background.

- [ ] **Tools you already use**
  Booking system, payments, newsletter, CRM or online store, so the new site can connect to them.

- [ ] **Social links & access**
  The profiles you want linked from the site (and any to leave off), plus logins or admin access for each so I can connect them.

Sharing logins safely: never email passwords. Where you can, invite your designer as a user on your domain or hosting account instead. Otherwise use a password manager's secure share (1Password, Bitwarden), and change the password after launch.

No. 02 · GOOGLE & AI

GET FOUND *on Google and by AI.*

People now find businesses two ways: searching Google, and asking AI assistants like ChatGPT for a recommendation. A good designer builds the site so both can read it. Here's what you can do alongside it.

PART A

BE FOUND ON GOOGLE

Help Google understand who you help and where.

1. **Claim your Google Business Profile**
   It's free and it's how you appear in Google Maps. Add hours, services, area and photos.
2. **Use your customers' words**
   "Roof leak repair", not "remedial roofing". Those phrases belong on your pages.
3. **One page per main service**
   A clear page for each search people make.
4. **Say where you work**
   Name your suburbs, city or region naturally.
5. **Ask for Google reviews**
   They build trust and help you rank. Ask right after a job well done.
6. **Keep it fresh**
   New projects, FAQs or posts every month or two.

PART B

BE RECOMMENDED BY AI

Help ChatGPT, Claude, Perplexity and Google's AI answers describe you correctly.

1. **State the facts plainly**
   What you do, who for, where, and a starting price, in simple sentences AI can quote.
2. **Answer real questions**
   An FAQ that answers each question in its first sentence: "How much does a bathroom renovation cost in Bondi?"
3. **Be consistent everywhere**
   Same business name, services and location on your site, Google profile, socials and directories.
4. **Get mentioned elsewhere**
   Reviews, directories, local press and industry lists. AI leans on what others say about you.
5. **Let AI read your site**
   Your robots.txt shouldn't block AI crawlers (GPTBot, ClaudeBot, PerplexityBot), and structured data spells out your details.
6. **Test it**
   Ask ChatGPT: "Who's a good [your service] in [your area]?" Note what it says, and check again after launch.

No. 03 · **IMAGES**

GATHER PHOTOS *that sell.*

Your own photos always win, because people buy from people. Good free photos fill the gaps beautifully.

FREE PHOTO *libraries*

- **Unsplash**: the most stylish free library. Search moods like "warm workspace" or "coastal morning".
- **Pexels**: great for people, teams and short video clips.
- **Pixabay**: handy for textures, backgrounds and illustrations.

Always check the licence on each photo before you use it, and keep a note of where it came from.

YOUR OWN *shot list*

- You (and your team) at work, plus one relaxed portrait
- Your workspace, shopfront, vehicle or studio
- Your products or finished work, close up
- Behind the scenes: tools, process, details
- Happy customers, with their permission

Phone photos are fine. Just send the originals, not screenshots or photos saved from social media.

SHOOT IN DAYLIGHT

Near a window or outdoors in soft light. Turn the flash off.

WIPE THE LENS

The easiest fix there is for sharper, brighter photos.

TAKE BOTH WAYS

Landscape for desktop, portrait for phones and social.

No. 04 · THE FULL CLIENT VAULT

WANT THE *full* CLIENT VAULT?

This checklist is the free part. When you go custom with me, you also get the Website Launch & Lead-Ready Bundle and your own private Client Vault:

1

Website Strategy Workbook

Your business, customers and goals, mapped out and sent straight to me before we design anything.

2

Conversion Copywriting Guides

Simple formulas for your homepage, about and service pages, so the words do the selling.

3

Your private client portal

Every step and checklist in one place, with progress saved as you go.

CUSTOM WEBSITES YOU'LL LOVE *before they're built.*

Go custom: click through three homepage designs, pick your favourite, and I build the rest. Or start from one of my ready-made designs, live in about a week. From $1,000 + GST.

Starter **$1,000** | Custom **$3,500** | Landing page **$1,500**

All + GST, fixed and quoted up front.

BOOK A FREE CALL → | SEE MY WORK

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