Seasons
CREATIVE GROUP

PLAN YOUR CONTENT

Website Readiness Checklist

Use this as a planning worksheet, not a score or a guarantee of results.

Business basics

- ☐ Confirm the exact public business name and approved contact details.
- ☐ List business hours, service area and any seasonal changes.
- ☐ Choose one main action: call, request an estimate, book or buy.

Services and audience

- ☐ Describe the customers you want to reach and the work you want more of.
- ☐ List each core service, what is included and what affects an estimate.
- ☐ Confirm the towns you actually serve and any important exclusions.

Photos and branding

- ☐ Gather original logo files and approved brand colors, if available.
- ☐ Choose real work, team or location photos you have permission to use.
- ☐ Label images with useful descriptions and note required credits.

Pages and approvals

- ☐ Outline Home, Services, About / Service Area and Contact as a starting point.
- ☐ Collect common questions and accurate answers.
- ☐ Confirm who approves content and provide consolidated feedback.

Seasons
CREATIVE GROUP

CHECK BEFORE LAUNCH

Website Readiness Checklist

Use this as a planning worksheet, not a score or a guarantee of results.

Mobile and usability

- ☐ Read the key pages on a phone. Check text size, contrast and navigation.
- ☐ Confirm buttons and forms fit without horizontal scrolling.
- ☐ Check that important services and the next step are easy to find.

Inquiries and customer journey

- ☐ Test forms only with permission and clearly identified test details.
- ☐ Confirm the request reaches the right inbox and is saved as intended.
- ☐ Check the confirmation message and assign someone to respond.

Search and accuracy

- ☐ Use clear page titles and headings that describe the actual service.
- ☐ Check links, contact details, service coverage and photo descriptions.
- ☐ Confirm sitemap and indexing settings with the person managing the site.

Access, tracking and handoff

- ☐ Keep domain and platform access in accounts controlled by the business.
- ☐ Agree on hosting renewals, maintenance responsibilities and backup access.
- ☐ Verify permitted analytics and conversion tracking; document missing data.
- ☐ Confirm scope, final approval and payment before launch.