Website content collection checklist

Everything a client needs to supply for a new website, with ground rules and a deadline: copy, images with usage rights, brand files, legal pages, form settings and old site details.

Copy, adapt and send. Replace anything in [brackets] with your own details.

GROUND RULES

- [ ] One shared folder for everything: [link]. Copy in documents, not emails.
- [ ] Content due by: [date]. Launch moves if content is late, day for day.
- [ ] One person collects and approves: [name]. Items waiting over a week get a nudge.

PAGES AND COPY

- [ ] Final page list, with the sections each page needs: [Home: 6, About: 4, ...].
- [ ] Copy for each page, with a headline and the action you want visitors to take.
- [ ] Service or product details: names, descriptions, prices, options.
- [ ] Team bios, hours, address, contact details and the FAQs you answer most.
- [ ] Reviews or testimonials you have permission to publish, with names as agreed.

IMAGES AND MEDIA

- [ ] Logo as SVG or a large PNG, plus any icon version.
- [ ] Photos as originals, not copies from social media or messaging apps.
- [ ] Proof you may use each image: yours, licensed stock or used with permission.
- [ ] A short description of each important photo, for alt text.
- [ ] Videos on an account you control, captioned if they include speech.

BRAND, LEGAL AND SETTINGS

- [ ] Brand colors (hex codes) and font names, with license details for paid fonts.
- [ ] Privacy policy and terms from your adviser, or a decision on who supplies them.
- [ ] Form fields, where submissions go and who replies.
- [ ] Newsletter, booking, payment and map accounts, with access for [designer].

MOVING FROM AN OLD SITE

- [ ] Old site address and access, so nothing is lost: [details].
- [ ] Pages to keep, rewrite or drop, how many items move, and URLs still getting visits.
- [ ] Analytics and Search Console access, to see what ranks today.

REMINDER EMAIL

Hi [name], still needed for [project]: [items]. To keep launch on [date], we need them by [date]. Stuck on anything? Reply and we will sort it.