

10 things to do before you spend money on a website

A few small moves can make your next website easier to build and more useful when it launches. Start with whatever feels obvious. Skip anything you already have handled.

START HERE

Pick two or three boxes you can knock out today. Save the rest for later.

You don't need all ten finished before talking to us.

ALREADY DONE?

Great. Skip it and keep moving.

NOT SURE?

Make a note and bring what you have.

NOTHING ORGANIZED?

A camera-roll folder and a handwritten service list are enough to start.

The next two pages hold the checklist. The final page gives you room to pick three and make a few notes.

Help people find you and get it

The first five checks make it easier for a customer to understand what you do and take the next step.

01

Choose the next move

What should a good visitor do after they understand your business?

- ☐ Choose one: call, book, visit, buy or request a quote.
- ☐ Write down the phone number or link they should use.

Example: See our fence work, then request an estimate.

02

Check your Google Business Profile

For eligible local businesses, it can help people find accurate information in Search and Maps.

- ☐ Claim or verify the profile if your business is eligible.
- ☐ Check your category, phone, hours and website.
- ☐ If customers do not visit your address, hide it and set your service area.

Online-only businesses are not eligible. Eligibility · Profile details and service areas

03

Check the basics everywhere

A customer should get the same answer wherever they find you.

- ☐ Confirm your phone, hours and location or service area.
- ☐ Fix old details on the profiles you still use.

Start with Google and the one or two places your customers already use.

04

Make a plain service list

Clear names beat broad phrases that could mean anything.

- ☐ List the three services or products you most want to sell.
- ☐ Add the town, region or customer each one is for.

Example: Residential fencing and gate repair in Clark County.

05

Write down the questions you always answer

Those questions often belong on the website.

- ☐ Write the top three things customers ask before they buy.
- ☐ Add one short, honest answer to each.

Think availability, service area, process, fit or what happens after someone calls.

Give the site something good to work with

Collect the useful pieces without turning your week into an archive project.

06

Gather real photos

Your work, people and place tell the story better than generic stock.

- ☐ Put 10-20 useful photos in one folder.
- ☐ Include the team, space, products or finished work.
- ☐ Confirm you can use them and the people shown are okay with it.

Phone photos are useful. We can see what is strong and what is worth shooting properly.

07

Find your logo and any brand bits

You do not need a polished brand package first.

- ☐ Find the cleanest logo file you have.
- ☐ Save any colors, signs, menus or packaging that still feel like you.

Not sure which file is usable? Send the whole folder.

08

Collect a little proof

Specific work and honest feedback help people trust what they are seeing.

- ☐ Save links to your best genuine reviews.
- ☐ Choose two or three projects, products or results to show.

Never pay or trade for Google reviews, and do not ask only customers you expect to praise you. [Review tips](#) · [Google policy](#)

09

Know where your domain login is

If you already own a web address, keep it within reach.

- ☐ Find the company where the domain is registered.
- ☐ Make sure the business can access the account and recovery email.

Keep the password in your password manager, not on this checklist.

10

Try the customer route yourself

The next step should work before a new site sends more people toward it.

- ☐ Call your number or open your booking and quote links on a phone.
- ☐ Decide who sees the message and replies.

If something breaks, write it down. That is useful project information.

Pick three for today

Circle or check any three. If you only get one done, you still made the future website easier.

- | | |
|--|---|
| ☐ Next customer move | ☐ Google profile |
| ☐ Contact details | ☐ Service list |
| ☐ Customer questions | ☐ Photo folder |
| ☐ Logo and brand bits | ☐ Reviews and proof |
| ☐ Domain login | ☐ Test the contact route |

A FEW NOTES FOR LATER

READY TO TALK?

Bring the scraps, links, camera roll and half-finished notes. You don't need all ten boxes checked. Goodfast can help you work out what matters next.