Content Checklist

This checklist will give you an idea of the type of content you should have ready to launch your website with.

Images

- ❏ Logo or temporary brand image, if you don't have this yet you can just have the name of the business or website in text
- ❏ Page images
- ❏ Head shot - your own and if you choose to have other authors you can have their head shots to do author spotlights
- ❏ Blog post images

Page Contents

- ❏ Home page content - introduction, blog posts ready if you want to show recent posts, page blurbs - this content can change depending on the theme you choose. You may even have projects or courses on your home page.
- ❏ About page content - an autobiography that is relevant to what you are doing with that brand and website. If you worked at McDonald's but that has nothing to do with what you can help people with now then don't include it.
- ❏ Contact page - at the very least you need to list how people can contact you. If you are ready to install a plugin to create a form then this would be the place for a contact form. This is also a great page to have icons that link to your social media profiles.
- ❏ Products and/or services - you may have some products or services that can be grouped onto one page or they may be great topics to have different pages - this will depend on your keywords for Google. You could also consider having your own online shop such as WooCommerce (Free) and even sell tickets to events on your website.
- ❏ Blog Posts - it is recommended that you have a few blog posts (some recommend 10) to start your website so that people have content to read right away. Having a few blog posts available will also be important if you are choosing to showcase recent blog posts on your homepage as part of your design.

Colours

I am putting colours down here at the bottom because even if you have these you may not (likely won't) be able to find a free WordPress theme that has those colours or that will allow you to select the exact colours you want.
I recommend finding a theme that has 1 main colour that will work with your brand right now. You can always change this later.

Fonts

You will likely pick out fonts when you are creating your logo and other brand items but unless you use a Google font you may have trouble finding the exact same one available in your Wordpress theme.
These fonts may even be more limited in a free theme. Simply pick a font as close to what you want for now and make note to change it another day.

Final Reminders

You can always change, remove, and add content at any given time but having some base content ready for launch will help you feel better, more prepared, and help you come across as more professional.

Keep in mind though, that you can always change the colours, fonts, theme, plugins, and yes, even branding, at a later date when you are prepared to grow.

Have fun!