

The background of the entire image is a close-up of a light-colored marble surface with subtle veining. In the upper left, there is a clear glass vase with a textured, concentric circular pattern. In the lower right, a white checklist is laid out, featuring a list of numbers from 1 to 20 on the left and a series of circles on the right for marking. A white pen with a gold-colored tip and clip lies diagonally across the bottom of the checklist. The overall aesthetic is clean, professional, and sophisticated.

MD

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SHOWIT WEBSITE DESIGN STUDIO

The Showit *Website* Prep Checklist

YOUR GUIDE TO A SEAMLESS WEBSITE EXPERIENCE

MISTIDAVIS.COM

Website Prep *Checklist*

Preparing for Your Showit Website Experience

SHOWIT ACCOUNT SETUP

- ☐ Create your Showit account at showit.com
- ☐ Choose your Showit plan (most clients start with the WordPress Blog add-on plan)
- ☐ Start your free trial so we're ready to dive in
- ☐ Purchase or choose your Showit template (check out our [guide](#) for help)
- ☐ Note your login credentials somewhere safe

STRATEGY + GOALS

- ☐ Define the #1 goal of your website (book clients, sell products, build your list, etc.)
- ☐ Identify your dream client / target audience
- ☐ List the pages you want on your site
- ☐ Research 2–3 websites you love for visual inspiration
- ☐ Choose your domain name (or note the one you already have)

CONTENT

- ☐ Write your homepage headline & subheadline
- ☐ Draft your About page / bio
- ☐ List all services with short descriptions
- ☐ Write a call-to-action (CTA) for each page (e.g. "Book a Call", "Shop Now")
- ☐ Gather 3–5 client testimonials
- ☐ Prepare answers for a FAQ section (optional but great for SEO)
- ☐ Draft a short Contact page intro message
- ☐ Write your Privacy Policy & Terms

BRANDING + VISUALS

- ☐ Finalize your logo — PNG with transparent background
- ☐ Have your brand colors ready (hex codes, e.g. #F4E9DF)
- ☐ Know your brand fonts (or let me know if you need font help!)
- ☐ Collect at least 15-20 high-quality photos: close-ups, wide shots, detail shots
- ☐ Photos should be horizontal/landscape format when possible for Showit layouts
- ☐ Gather any brand icons, textures, or graphic elements
- ☐ Create a favicon (small square logo used in browser tabs)

TECHNICAL SETUP

- ☐ Purchase your domain name (Google Domains, Namecheap, or GoDaddy)
- ☐ Set up a professional email address
- ☐ Connect your domain to Showit (we'll do this together or I'll walk you through it)
- ☐ Set up Google Analytics (free — tracks your website visitors)
- ☐ Connect Google Search Console (helps your site show up on Google)
- ☐ Set up a contact form tool if needed

PRE-LAUNCH

- ☐ Review all pages on desktop AND mobile
- ☐ Test your contact form
- ☐ Check all links and buttons
- ☐ Proofread every page
- ☐ Confirm your domain is connected and showing https://
- ☐ Check site speed (PageSpeed Insights by Google)

LAUNCH DAY

- ☐ Announce on social media
- ☐ Send an email to your list
- ☐ Submit your sitemap to Google Search Console
- ☐ Celebrate — your website is LIVE!