

every client is different, but this checklist can be a starting point for each project that you work on. check with your developer at the start of a project to see what specific items are needed.

// project info

domain name *{URL – note if they have a current domain name that is changing}*
project management system *{if using for the project}*
goal launch date

// contact info

designer contact info *{include details about the best way to contact you}*
client contact info

// accounts

hosting or FTP login *{hosting login is usually preferred for updating DNS records}*
current site administrator access *{if migrating existing blog content}*
WordPress.com login for Jetpack *{if using Jetpack plugin}*
email marketing system login or opt-in form code
logins for any premium plugins that need to be installed

// theme + site

all mockup files *{originals + .jpg or .PDF files}*
site architecture *{a bulleted list of what pages/links will be in the menu}*
content: text *{each page saved to an individual document}*
content: links *{social profiles, external sites, links to internal pages}*
content: graphics *{images, patterns, banners}*
necessary plugins to install

// design details

favicon *{32px by 32px}*
smartphone/mobile icon *{152px by 152px}*
font choices *{if a webfont license needs to be purchased, note who will purchase it}*
colors listed with hex values
hover states, animations, rollovers, etc *{what links should look like when moused over}*