Small Business Website Starter Guide

BMS Digital

Welcome to Your Website Journey

Getting these basics ready before designing your website will save you time, money, and help create a professional, effective online presence. Whether your business is service-based or product-based, here's what you need to prepare.

Business Identity
- Logo (high resolution, PNG or SVG preferred)
- Brand colors (primary, secondary, accent)
- Fonts or typography style preference
- Tagline or mission statement

Domain & Hosting Setup
- Domain name (yourbusiness.com)
- Domain registrar details (GoDaddy, Namecheap, etc.)
- Hosting setup (WordPress, Shopify, Squarespace, etc.)

Core Business Information
- Business name & contact details
- Hours of operation (if applicable)
- Social media links

Content Basics
- About the Business (your story, mission, values)
- Product/Service descriptions (clear details, benefits, pricing if applicable)
- High-quality images (products, team, lifestyle)
- Testimonials or reviews (if available)

Website Goals
- Decide primary purpose: sell, generate leads, or inform
- Outline what actions you want visitors to take

Must-Have Pages
- Home
- About
- Products/Services
- Contact

- FAQ
- Privacy Policy / Terms (and Refund Policy if selling online)

Calls-to-Action (CTAs)

- Main actions for visitors: book, buy, subscribe, or contact

Technical Readiness

- Professional business email (name@yourbusiness.com)
- Google Business Profile setup
- Basic SEO keyword ideas

■ Pro Tip: Coming prepared with this checklist will make your website project smoother, faster, and more cost-effective.