

WEBSITE PREP KIT

workbook



WELCOME!

Hi there! I'm Jalyn. I'm a WordPress and Shopify web designer and owner of Mama Bear Stuff Web Design.

I created this *Website Prep Kit* to make launching your website easier, faster, and way less stressful.

After years of helping busy business owners, I know how overwhelming “getting started” can feel. This kit is your shortcut so you don’t waste time guessing what goes where or what you actually need.

Let’s build your dream website—one that feels like you and works like a pro.

Jalyn
FIRRANTELO

Step-by-Step Website Launch Checklist

Everything you need to prep before launching your dream site.

1. Know What You Offer

- ☐ Write down your main services or products
- ☐ What problem do you solve?
- ☐ Who is your dream customer?

2. Choose Your Website Goals

- ☐ Do you want more sales? Booked calls? Email sign-ups?
- ☐ Write 1 clear goal for your homepage

3. Secure Your Domain Name

- ☐ Brainstorm 2–3 domain ideas
- ☐ Check availability on [Namecheap](#) (it's cheaper here!)
- ☐ Buy your domain (don't wait!)

Step-by-Step Website Launch Checklist cont'd...

4. Gather Your Content

- ☐ Homepage headline + intro
- ☐ About Me write-up
- ☐ Services or product details
- ☐ Contact info (email, socials, phone)
- ☐ Testimonials (if you have any)

5. Collect Your Visuals

- ☐ Brand colors
- ☐ Logo (or text-based version)
- ☐ High-quality images of yourself or your products
- ☐ Stock photo style you like (light, bold, neutral?)

7. Decide Your Budget & Timeline

- ☐ How soon do you want to launch?
- ☐ Are you ready to invest now or planning for next month?

Domain & Platform Guide: WordPress vs. Shopify

WORDPRESS

Best for:
Service-Based, Blogs, Portfolios

Pros:

- ✓ More design freedom
- ✓ Easy to scale long-term
- ✓ Blog built-in
- ✓ Best for SEO

Cons:

- ✗ Needs a little setup (hosting, themes, plugins)
- ✗ Can feel technical without a guide

Best for you if:

- You offer coaching, freelance services, virtual assistance, etc.
- You want a flexible site that can grow with you
- You want full control of design and function

SHOPIFY

Best for:
E-commerce, Product-Based Brands

Pros:

- ✓ All-in-one platform
- ✓ Built for selling (inventory, payments, shipping)
- ✓ Secure + reliable
- ✓ Beginner-friendly

Cons:

- ✗ Monthly fees
- ✗ Less customizable design-wise
- ✗ Not ideal for blogging or content-heavy sites

Best for you if:

- You sell physical/digital products
- You want easy setup and don't need deep customization
- You're focused on shop first, content later

VS

Brand Clarity Worksheet

Let's figure out how your website should look, sound, and feel
— before it's built.

1. Who Are You?

- Your business name:
- Your title/role (coach, designer, maker, etc.):
- 1 sentence explaining what you do (keep it casual):

2. Who Do You Serve?

- Describe your dream customer:
- What do they need from you?

3. How Should Your Website Feel?

- Circle or underline 2–3 words that match your vibe:

Clean – Bold – Feminine – Calm – Cheerful – Fun – Luxe –
Minimal – Colorful – Cozy – Trustworthy – Bright – Playful –
Empowering

Want something else? Write it here:

Brand Clarity Worksheet cont'd...

4. What Colors and Fonts Do You Like?

- Favorite colors:
- Avoid these colors:
- Love script fonts, modern, serif, or handwritten?

5. What Makes You Different?

- What's your secret sauce / signature style?
- What do people often compliment you on?

Once this worksheet is filled, you're 10 steps ahead.
You're not "just starting." You're prepping like a pro.

Domain + Hosting Checklist

Buy your domain + hosting without the tech stress.

1. Pick a Strong Domain Name

- Choose something short, clear, and easy to spell
- Avoid numbers or dashes
- Try to get a .com (or .net if .com is taken)

2. Check Availability

- Use sites like [Namecheap](#) or GoDaddy
- Search 2–3 variations in case your first pick is taken
- Think: [yourname.com], [yourbrand.com], or [whatyousell.com]

3. Secure Your Domain

- Buy it on [Namecheap](#), GoDaddy, or Google Domains
- Add domain privacy protection (so your contact info stays hidden)

4. Choose Your Hosting Plan (for WordPress users)

- Best starter options:
 - [SiteGround](#)
 - [Hostinger](#)
 - [Bluehost](#)
 - [Namecheap](#)

Domain + Hosting Checklist cont'd...

4. Choose Your Hosting Plan (for WordPress users)

- ☐ Pick a basic shared hosting plan
- ☐ Make sure it includes:
 - ✓ Free SSL
 - ✓ Email support
 - ✓ One-click WordPress install

5. Connect Domain + Hosting

- ☐ Use your host's instructions to point your domain to your hosting provider
- ☐ OR ask your web designer (aka me) to do it for you!

Branding Quick-Start Guide

No designer? No problem. Start with clarity.

1. Choose Your Brand Vibe

☐

How do you want people to feel when they see your brand?

Circle your words:

Fun – Elegant – Clean – Earthy – Feminine – Boss – Bold –
Gentle – Trustworthy – Premium – Whimsical

2. Pick Your Colors

☐

Start with 2–3 main colors

☐

Choose 1 neutral (gray, beige, cream, black)

☐

Use colors.co or Canva's color palettes to explore combinations

3. Select Your Fonts

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Pick 1 headline font (can be bold or decorative)

☐

Pick 1 simple body font for paragraphs

☐

Optional: Add a script font for accents

4. Create a Simple Logo

☐

Text-only logos work great to start (use Canva!)

☐

Add a small icon if needed (heart, leaf, spark, etc.)

☐

Save your logo in transparent PNG format

Must-Have Pages Template

Don't overthink it. These 5 pages are all you need to start.

1. Home Page

- ☐ Clear headline: Who you help + what you do
- ☐ Short welcome + benefit of working with you
- ☐ Call-to-action (book a call, shop now, etc.)

2. About Page

- ☐ Share your story — keep it real, not corporate
- ☐ Tell people who you help and how
- ☐ Add a friendly photo

3. Services or Shop Page

- ☐ List your services or products clearly
- ☐ Include pricing or starting at info
- ☐ Add a contact or booking button



Must-Have Pages Template cont'd...

4. Contact Page

☐

Contact form

☐

Business email

☐

Social media links

☐

Optional: Map or hours (if applicable)

5. Blog or FAQ (Optional but helpful!)

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Start with 2–3 posts or answer the most common questions

☐

Keep it casual and helpful

Content Planning Worksheet

Let's make writing your website feel easier.

Your Core Message

- What's your main offer in one sentence?
- Who is it for?

What Do You Want People to Do?

- Book a service? Buy a product? Join your list?
- Choose 1 primary CTA.

What Makes You Different?

- List 3 reasons why someone should choose you

Homepage Content Draft


- Headline:
- Short intro:
- 3 key benefits:
- Call-to-action:

About Page Draft

- What's your story?
- Why did you start your business?
- What do people love about working with you?

Service Page Draft

- Service 1:
- Description:
- Price or starting at:
- How to book:



Your website is not just a
page—it's your voice when
you're not in the room.



READY TO LAUNCH YOUR WEBSITE?

If you're done planning and ready to bring your dream site to life, I'd love to help you design it—your style, your goals, your vibe.

Click the button below to book a free 20-minute discovery call.

Disclaimer: This workbook contains affiliate links. If you click and purchase, I may earn a small commission—at no extra cost to you. I only recommend tools I truly trust.

[BOOK A CALL NOW](#)

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