



Website Design Setup Guide

Everything you need to prepare before we start building your site

This guide walks you through everything Brand Garden Studio needs from you before your website project begins. Brand Garden Studio will build your site from start to finish — you don't need to set anything up on your end. Your job is simply to gather the content, share your vision, and we'll handle the rest.

We handle the technical side.

Brand Garden Studio will build your site, set up your domain, and hand everything over to you at launch. All you need to do is prepare the items in this guide so we can make your site look and feel exactly like your business.

How It Works

Here's exactly what happens from the moment you sign on as a website client:

1. Brand Garden Studio creates your Wix website from scratch — no action needed from you
2. You gather your content, photos, and brand assets using this guide
3. We have a kickoff call to align on design direction, pages, and goals
4. We build your site and share a preview link for you to review
5. You give feedback and we refine through our included revision rounds
6. Final approval — your domain is connected and your site goes live
7. We transfer full ownership of the site to your email address at launch

You own your site.

At the end of the project, Brand Garden Studio transfers the Wix site directly to you. It lives under your own account and you have full control going forward.

Your Preparation Checklist

While Brand Garden Studio handles all the building, there are a few things only you can provide. Use this checklist to stay organized before your kickoff call.

Your domain name decision

Do you have one already, or do you need one? See Section 1.

Brand assets

Logo, colors, fonts, and any existing brand files. See Section 2.

Photos and videos

Images of your business, team, products, or services. See Section 3.

Written content

The text for each page of your site. See Section 4.

Website inspiration

Examples of sites you love so we can match your vision. See Section 5.

Pages and special features

What pages you need and any special functionality. See Section 6.

1. Your Domain Name

Your domain name is your website address — for example, yourbusiness.com. Before we launch your site, a domain needs to be connected to it. Here's how we handle it.

Option A — You already have a domain

If your domain is already registered with GoDaddy, Namecheap, Google Domains, or another provider, just let Brand Garden Studio know where it is registered. We will handle connecting it to

your new Wix site — no technical knowledge needed on your end.

Option B — You need a domain

No domain yet? No problem. Brand Garden Studio will purchase and set up your domain for you as part of your project. Here's how it works:

- We help you choose the right domain name for your business
- The domain cost (\$15–25/year) will be added to your invoice before purchase
- We purchase and connect it to your site — nothing for you to do
- At launch the domain is transferred into your name so you fully own it

Need help deciding on a domain?

Your domain should ideally be your business name, short, easy to spell, and end in .com whenever possible. Bring a few ideas to your kickoff call and we'll advise you before anything is purchased.

2. Brand Assets

Your brand assets are the visual building blocks of your website — the logo, colors, and fonts that make your business recognizable. The more of these you have ready, the more consistent and polished your site will look.

Please gather the following if you have them

- **Logo files — PNG or SVG with a transparent background is best**
- Brand colors — hex codes if you know them (e.g. #1c1c1a), or just describe them
- Fonts — the names of any fonts your brand already uses
- Brand guidelines document — if you have one
- Any existing marketing materials — business cards, flyers, social graphics

No logo or brand assets yet?

Brand Garden Studio also offers branding and logo design. If you're starting from scratch, ask us about adding a branding package so everything is cohesive from day one.

3. Photos & Videos

Great photos make an enormous difference on a website. Real images of your business, team, and work build trust and help visitors connect with you far better than stock photos.

Ideal photos to provide

- **Photos of your physical location or workspace (if applicable)**
- Headshots or team photos
- Photos of your products, services, or completed work
- Behind-the-scenes or process shots
- Any lifestyle or brand photography you have

Photo tips for best results

- Horizontal (landscape) orientation works best for headers and banners
- High resolution is important – aim for at least 1MB per image
- Natural lighting always looks better than dark or heavily filtered photos
- Send as many as you have – we will choose the best ones for each section

Don't have professional photos yet?

We can work with what you have and use high quality stock images as placeholders. A brand photoshoot after launch makes a significant difference in how your site performs.

4. Written Content

Your website needs words — headlines, descriptions, your story, service details, and more. This is one of the most important parts of a website and also the item that takes clients the longest to prepare. Starting on this early is the best thing you can do to keep your project on track.

What to prepare for each page

Home page

A headline that says what you do and who you help. A short description of your business and a call to action such as Book a Call, Get a Quote, or Shop Now.

About page

Your story, your mission, and why clients should choose you. A short bio and team member info if applicable.

Services page

A description of each service you offer, what is included, and pricing if you choose to display it.

Contact page

Your email address, phone number, physical location if applicable, and hours of operation.

Any additional pages

FAQ answers, testimonials, portfolio descriptions, or anything else specific to your business.

Need help with the writing?

Writing website copy is harder than it sounds. Send us bullet points of what you want to say on each page and we can help shape it into polished, professional website copy.

5. Website Inspiration

Sharing websites you love helps Brand Garden Studio understand your style preferences and design direction. This doesn't mean we copy them — it gives us a strong visual starting point so we can build something that feels exactly right to you.

What to share

- Links to 2–5 websites you love the look and feel of
- Notes on what you specifically like — the layout, colors, fonts, photography, or vibe

- Any websites you dislike and why — just as helpful as the ones you love
- Screenshots or Pinterest boards if you have them

They don't have to be in your industry.

Some of the best design inspiration comes from outside your niche. If you love the way a boutique hotel's website looks, share it — we can take the feel and make it fit your brand perfectly.

6. Pages & Special Features

Let us know exactly what pages your site needs and whether you require any special functionality. This helps us plan the build and make sure nothing gets missed.

Common pages — let us know which apply to you

- Home
- About / Our Story
- Services
- Portfolio or Gallery
- Shop / E-commerce
- Blog
- Contact
- FAQ
- Booking or Scheduling
- Testimonials / Reviews

Special features — let us know if you need any of these

- Online booking or appointment scheduling
- E-commerce store with product listings and checkout
- Email newsletter signup
- Client login or members area
- Instagram or social media feed on the site

- Live chat widget
- Google Maps or location embed
- Custom contact or quote request forms

Not sure what you need?

That's exactly what your kickoff call is for. We'll walk through your goals together and help you decide what pages and features will serve your business best – and what you can skip.

What Happens at Launch

When your site is ready to go live, here is exactly what Brand Garden Studio handles on your behalf:

1. Your domain is connected to your new Wix site
2. A final check is done on all pages, links, and mobile responsiveness
3. Your site is published and goes live
4. Brand Garden Studio transfers full ownership of the site to your email address
5. You receive a walkthrough of your new Wix dashboard so you can make basic edits
6. You're officially live – time to share it with the world!

After launch support.

Brand Garden Studio is available for ongoing updates, additions, and maintenance after your site launches. Ask us about our ongoing support options if you'd rather not manage it yourself.

Need Help?

If you have any questions about what to prepare or what to expect during the process, don't hesitate to reach out. We're here to make this as smooth as possible from start to launch.

- **Email: info@brandgardenstudio.com**



- Phone or Text: 623-745-5084
 - Instagram DM: @brandgarden_studio
 - Facebook: Brand Garden Studio
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Branding, websites, and social media — designed to help your business show up, stand out, and grow.

brandgardenstudio.com