

MILLENNIAL MEDIA

Introduction/

A VALUABLE RESOURCE FOR YOU

During the website creation process, there will be a constant stream of communication and information flowing back and forth between you and the production team. Things can become even more complex if you're working on multiple branding or content marketing projects simultaneously!

To help you maintain organization over the various components involved in this exciting endeavor, we've created this handy interactive checklist to be used as a reference guide over the course of your creative timeline.

While every item may not be needed for your particular project, we recommend keeping a copy of this list in an accessible location so it can be referred to easily during the various stages of the production process.

Checklist

WEBSITE STARTER ELEMENTS

Template choice for SquareSpace or WordPress and subscription package

Domain name and host if previously purchased along with login information

Login details (or preferred login details) to be used for website account including user name, email, and password

Contact info to be listed on site including email, phone number, and/or business address

Social Media links and account info for social media integration

MailChimp login info for email marketing integration

Donation link or Dropbox login (optional)

Product info and graphics if you are selling anything on your site (optional)

Logo and any branded content including preferred colors and fonts

Checklist

WEBSITE STARTER ELEMENTS

Edited content for each page

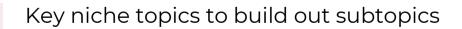
Raw content for each page (optional for copywriting or editing packages)

Preferred photos, images, or graphics

Name of blog

Breakdown of the list of services or products you provide (optional)

BLOGGING ELEMENTS



Blog categories

Blog article template

Consistent blog writing voice and visual presentation

Affiliate network memberships for monetizing blog (optional)

Checklist

BLOGGING STRATEGY ELEMENTS

Regular blog writing time

Blog content strategy including blog niche, topics, categories, articles or raw source material, graphics, photos, or images

Blog publishing strategy (once a week, bi-monthly, once a month, etc.)

Blog distribution strategy

Editorial calendar