

A STEP-BY-STEP GUIDE

# Getting Ready for Your Website Build



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## STEP 1

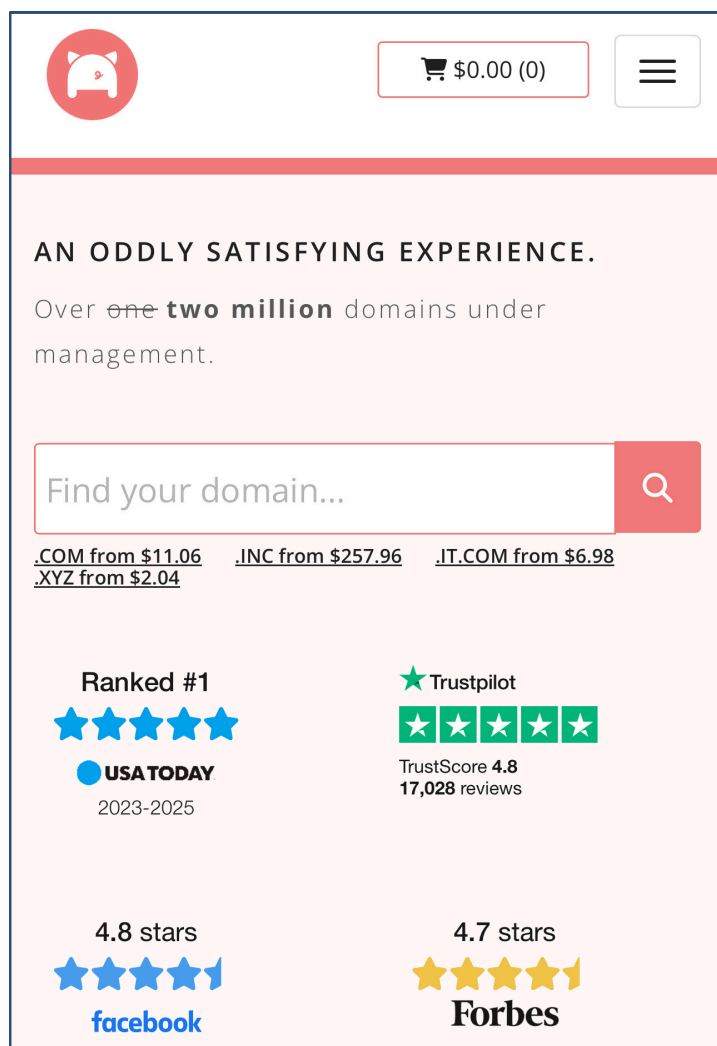
# CHOOSING THE PERFECT DOMAIN NAME

Your domain is your online identity.

Here are some tips to choose the right one:

- Keep it **short and memorable** – ideally under 15 characters.
- Avoid **hyphens and numbers** – they can be confusing.
- Stick to **.com** if possible – it's the most trusted.
- Make it **easy to spell** and pronounce.
- Check for **trademarks and social media availability** to keep branding consistent.
- Use **keywords** if applicable.

We like to use porkbun.com for purchasing domains.



## NEED HELP BRAINSTORMING?

We can assist in checking availability and suggesting alternatives!



STEP 2

# BUYING YOUR DOMAIN NAME

Once you've picked a domain, it's time to buy it. Follow the instructions on the website.

STEP 3

# SETTING UP HOSTING

Plan For You

Featured

Ignite

Great Start For A Single Site

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✓ 1 Website

✓ 10 GB SSD Storage

✓ Comprehensive Security Suite

✓ Free White Glove Site Migration

✓ Core Automatic Backups

✓ DIY Performance Tools

✓ LiteSpeed Lite

✓ Dynamic PHP Workers

✓ Money-Back Guarantee

Key Features

Get Ignite

Accel

More Sites & 2X Resources

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✓ Unlimited Websites

✓ Unlimited SSD Storage

✓ Comprehensive Security Suite

✓ Free White Glove Site Migration

✓ Enhanced Automatic Backups

✓ DIY Performance Tools

✓ LiteSpeed Lite

✓ Dynamic PHP Workers

✓ Money-Back Guarantee

Growth Features

Get Accel

A hosting service stores your website’s files and makes it accessible online. We recommend using a2hosting.com because of their reliability, customer service, and value.

## How to sign up for hosting:

1. Choose a plan (Ignite plans work for most small businesses).
2. Create an account and save login details for us.
3. Connect your domain to hosting (we can help if needed).

## STEP 4

# BUSINESS EMAILS

Think about how many emails you'll need (you@yourbusiness.com).

➤ Do you want emails for different roles? (info@, support@, yourname@, etc.)

Provide us with:

- A list of names for email accounts
- Who should have access

**Send files with:**

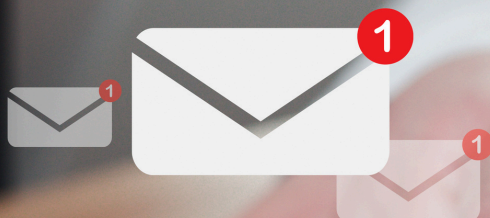
- Google Drive
- Dropbox
- Email (if files are small)

## STEP 5

# SENDING YOUR BRAND ASSETS

To design your website, we'll need high-quality visuals and branding materials.

- Logos – Send in PNG or SVG format (transparent background preferred).
- Photos – Any professional images of your work, products, office, etc.
- Headshots – If applicable, for an 'About Us' or 'Meet the Team' page.
- Brand Guide (if you have one) – Colors, fonts, or anything specific to branding.





## STEP 6

# DEFINING YOUR BRAND VOICE & IDENTITY

**Describe your brand in a few words:**  
(e.g., modern, minimal, elegant, etc.)

**Any fonts you love or hate?** (e.g., clean and modern vs. handwritten and playful)

**What colors represent your brand?**  
(List HEX codes if you have them!)

**What kind of imagery best represents your brand?**  
(Lifestyle shots, moody, bright/airy, etc.)



**Do you need a blog?**

☐ YES ☐ NO



**Do you need a booking service?**

☐ YES ☐ NO

**What does your business do in one sentence?**

**Who is your ideal customer?** (Age, location, interests, etc.)

**What problem does your business solve for customers?**

**What services or products do you offer?**

**Where are you located?** (If applicable)

## STEP 7

# ADDITIONAL FEATURES & INTEGRATIONS

Think about any extras you might need:

- Social media links
- Newsletter signup
- Contact forms
- Testimonials/reviews section
- Blog (for news, updates, tips)



## What's Next?

Once you've completed these steps, we'll:

- ✓ Review your info and schedule a meeting if needed.
- ✓ Plan out your site's layout and design.
- ✓ Start building your site!



## CONTACT US

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