

THE SITE STRUCTURE PHASE

In this phase, you need to complete the following steps for your client:

1. Create a sitemap (what pages will be included on the site and how everything will flow)
2. A mood board to present to your client to make sure you're on the right track with design
3. A chosen template if that's what your project requires
4. All of the content for the website (copy, images, etc)

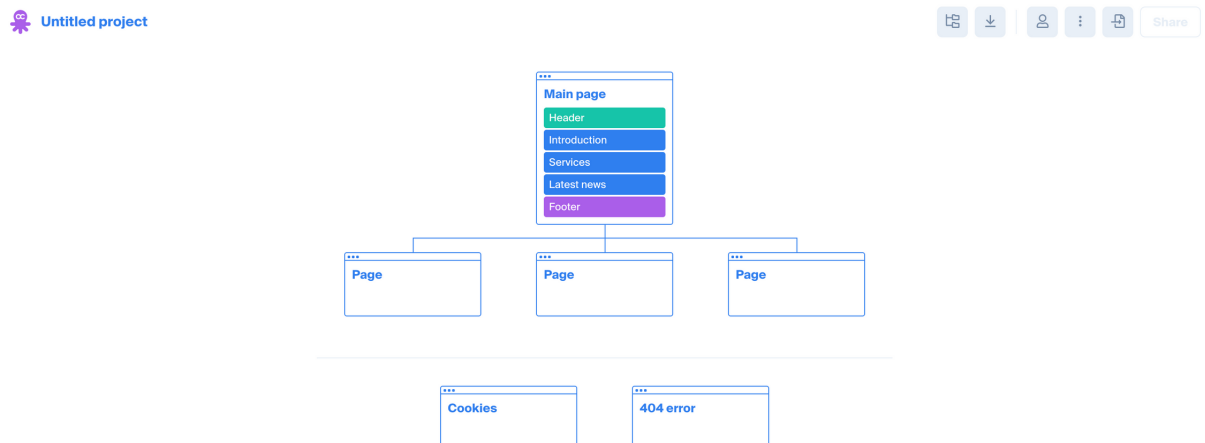
Use your Trello board as your guide.

THE SITEMAP

A sitemap is a real lofi structure of the site or all of the pages and how they're all connected. Think about:

- What pages are absolutely necessary?
- What is the end goal?
- The general user flow you want to take a user on.

To create a sitemap I like to use a tool called Octopus.do



THE MOOD BOARD

First, You want to make sure that you communicate clearly why you chose the images, colors and fonts you did.

After that it's time to let them respond.

- Ask them what they like about it
- Ask them what they dislike about it

After you get a sign off or some feedback on a moodboard it's time to choose a template.

TEMPLATES

Top Tip: Find ONE template that you like using and then pick a demo from that. Use that over and over.

Suggest a template that is close to what the final site will look like WITHOUT needing to look EXACTLY what the final site will look like.

Don't do the theme pitch over email GIVE THEM A CALL. Make sure they hear your voice as you sell this theme as the best option for their website and why. Don't make them guess the thinking behind a specific theme.



SITE CONTENT

Getting content from a client can be a big sticking point for freelancers. SO, make sure you get this ASAP.

You'll need things like copy, branding materials, and any images they have that they want to use on the site.

If a client doesn't have any images you're going to need to use stock photos. My go-to site for royalty-free stock images is unsplash.com

