

## Page One Website Content & Branding Checklist

### Timeline Expectations

Most Page One Websites are completed in 4 weeks. That build timeline starts **only after**:

- Your signed contract has been received
- Your initial payment is processed
- 100% of your required content and images have been submitted

Your website will move through three stages:

1. **Alpha Release (Initial Review)** – First draft of your site for layout and structure review. Up to 30 days for your feedback.
2. **Beta Release (Testing Phase)** – “Testing phase to ensure everything displays and functions correctly.
3. **Launch (Final Approval)** – You get the final say when your website goes live.

*Please note: delays in providing content or feedback will extend the timeline. By signing off on each phase, you help us keep your launch on schedule.*

### Need help?

interGen offers content management and copy editing services at our standard hourly rate. If you have questions, please get in touch with our team! [intergen.org](http://intergen.org) | [support@intergen.org](mailto:support@intergen.org)

### What You Provide Checklist

Please either upload your files to Google Drive and share the folders with your interGen Team Lead or Send us a single zipped folder labeled: YourBusinessName\_PageOne\_Content.zip

### BRANDING

- ☐ **Business name** and **domain URL**
- ☐ **Logo** (PNG or SVG, transparent background, at least 300 px high)  
*If your logo is white, header/footer will be dark; if it's dark, they'll be light.*
- ☐ **Header image** (1920 × 800 px)
- ☐ **Two brand colors** (HEX or RGB)
- ☐ **Two fonts** (one for headings, one for body text)

#### OPTIONAL

- ☐ Links to any social media accounts



—Header area showing logo, background image, social media icons, title, tagline, and CTA button—

## CONTENT

☐ **Tagline** - One sentence that captures what you do or what sets you apart

☐ **Call-to-Action button text**  
 (“Contact Us,” “Get a Quote,” “Book Now”)

☐ **Core Offering**  
 75–120 words describing who you are, who you serve, and what problem you solve

☐ **3–7 Content Cubes**

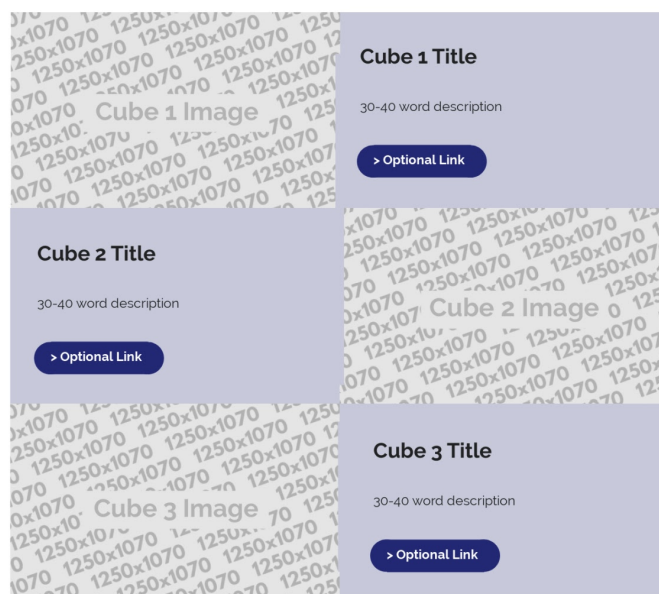
- ☐ Title
- ☐ 30–40-word description
- ☐ Image (1250 × 1070 px)
- ☐ Optional button link

☐ **One additional background image**  
 (1920 × 800 px)

### OPTIONAL

- ☐ Permission to use royalty-free stock photos if your images are missing or too small

**Content Cubes** (3–7 cubes recommended)



—Example of Content Cubes—

## Contact Page

Optional short intro above the form



Optional Address, phone number, service area

Send an Email

\* Required field

Name \*

Email \*

—Contact Page Example—

## CONTACT PAGE

☐ **Email address** for form submissions

### OPTIONAL

☐ Address, phone number, or service area

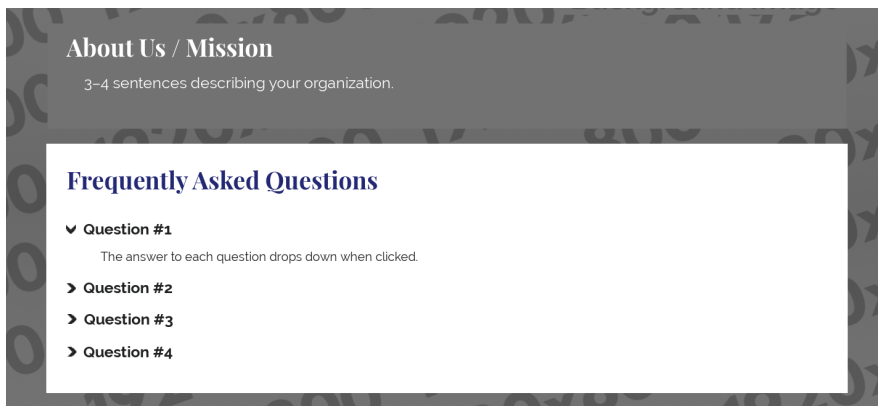
☐ Short intro text above the form)

☐ Image for the contact section

## OPTIONAL ADD-ONS (NO ADDITIONAL COST)

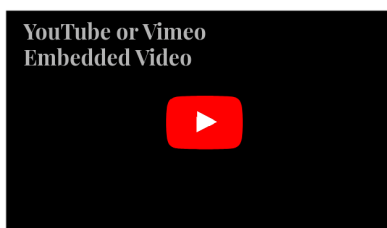
- ❑ **About / Mission Statement** - 3–4 sentences describing you
- ❑ **Frequently Asked Questions** - at least 4 complete Q&A pairs
- ❑ **Our Partners** - logos of partner/vendor/client organizations (300 px high)
- ❑ **Video** - YouTube or Vimeo link you have rights to use; optional accompanying text
- ❑ **Price List** - simple list of products or services

The following images show how these optional sections appear in your Page One layout. Use them as a visual guide when gathering your content.



—Example of About Us / Mission Statement—

—Example of Frequently Asked Questions—

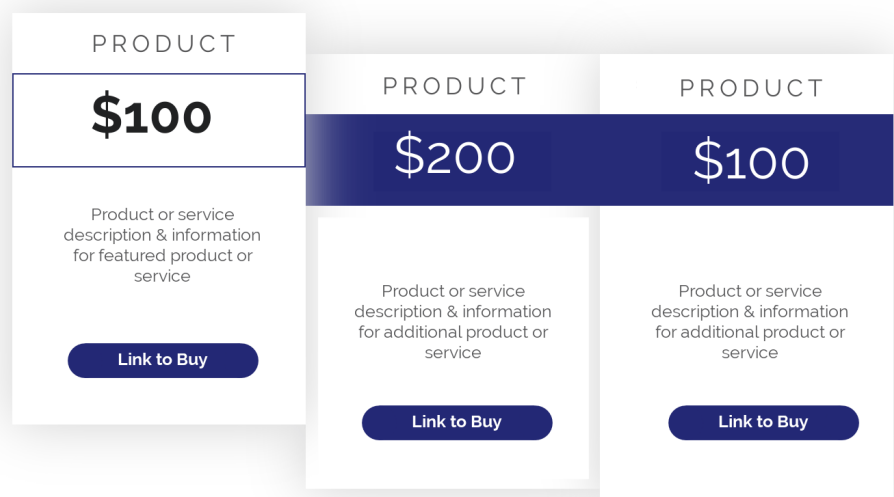


### Optional Text

A few sentences of additional, optional descriptive text to go alongside the video.

—Example of Video with Accompanying Text—

—Example of Price List—



—Example of Footer—

