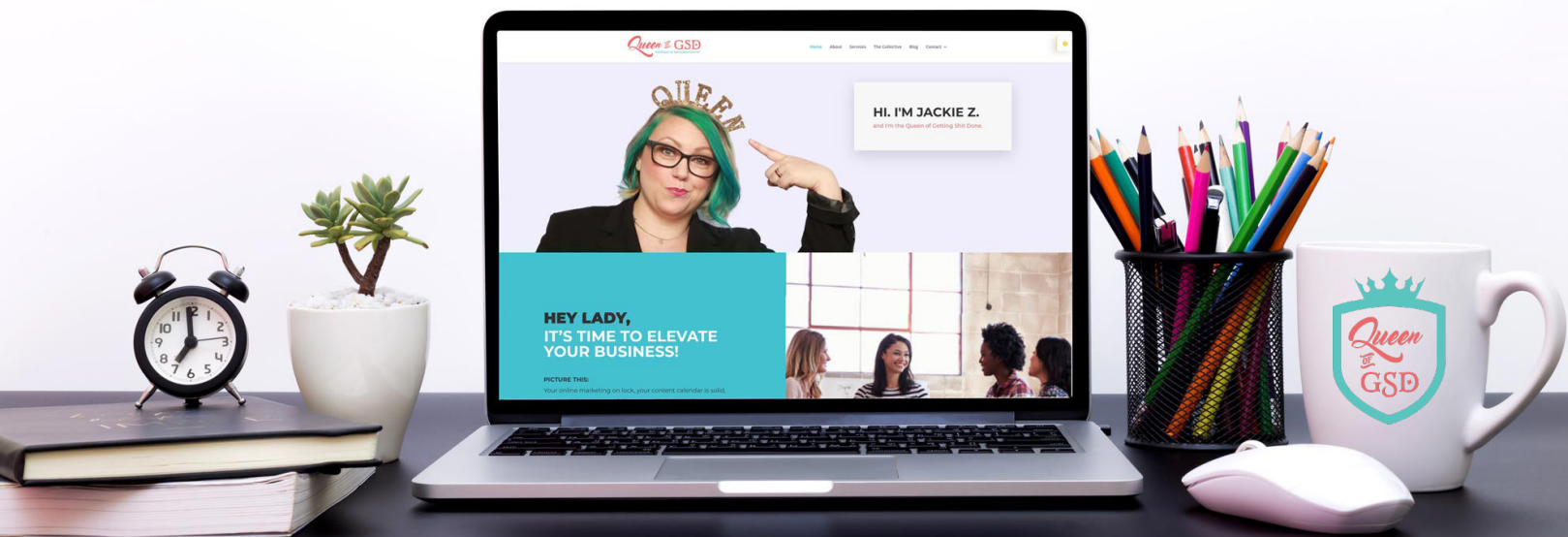




THE QUEEN OF GSD GSD DAY GUIDE



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HOW THIS WORKS

Hold on to your butt! We're about to get some serious shit done in ONE DAY!

Welcome and thank you for signing on to do a GSD Day project with me. When you clicked that button to book your date, you let me know that you're serious about getting this project done and I sincerely admire your drive. You're basically my new favorite client.

In this welcome guide you're going to get a detailed outline of exactly what we're going to do on your specific GSD Day and what you'll need to do in the weeks, days and hours leading up to it.

TIMELINE

You've picked your day and now everything we do will revolve around prepping for that specific date. As a reminder, I will need you to be available during that day so please avoid scheduling other appointments or meetings during working hours.

Here's the plan:

- 1. After booking your GSD Day:** Schedule your first 1-hour strategy session with me. When you book this meeting you'll also need to provide all your logins in a form that is embeded into the scheduler. I need to have early access your systems, domain, hosting, and email (whatever is relevant to your project) logins in order to make sure I can get into those accounts prior to your Day and that doesn't delay us for any reason.
- 2. 4 weeks before GSD:** Have our first strategy call. In this call we'll discuss the details of your project, preliminary design ideas, and you can ask me any questions you might have.
- 3. 1 week before your GSD Day:** We'll meet one last time to hash out the details. You'll see mock ups of your site, we'll talk about functionality and we'll tie up any loose ends. **I need to have your all of your completed content. And when I say 7 days, I sincerely mean it.**
- 4. GSD Day:** My day starts at 9am ET and I'll focused on you and only you this day. I'll be reaching out to you throughout the day and you'll know our progress through those check-ins.

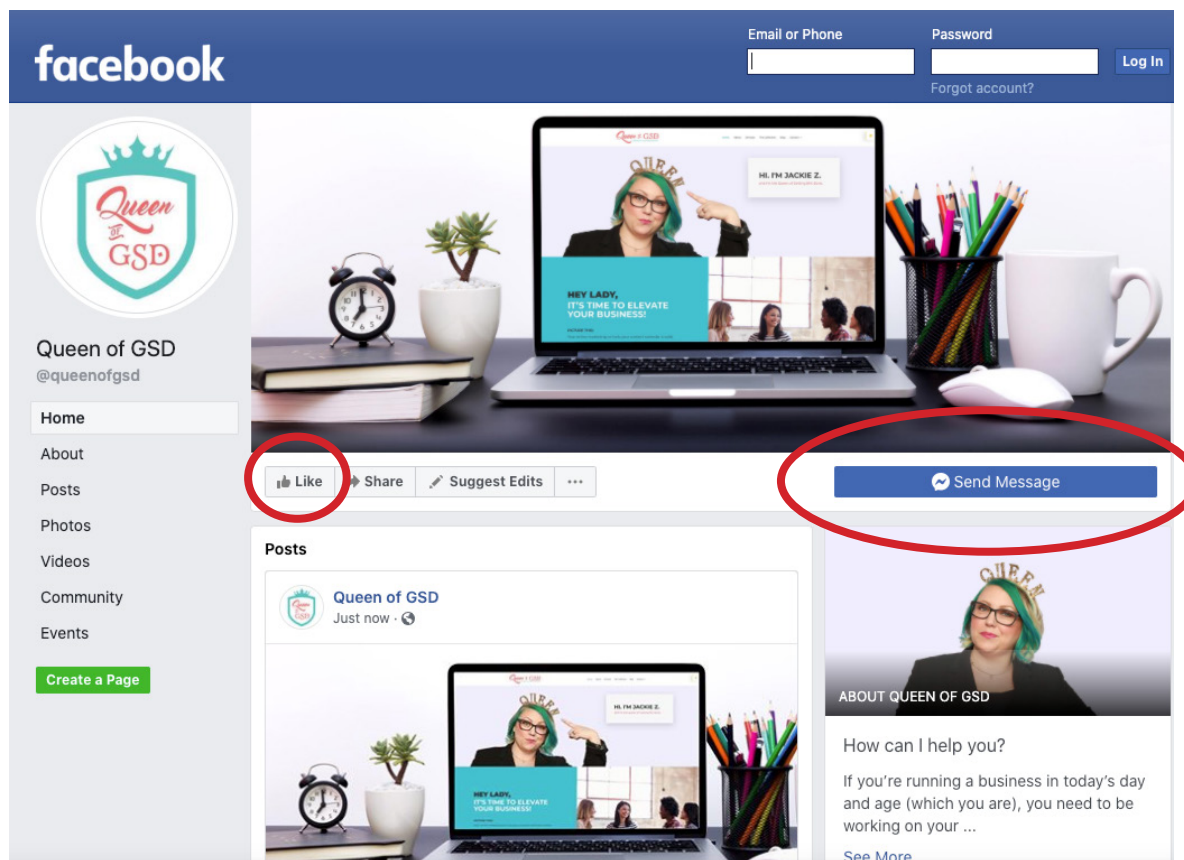


GSD DAY COMMUNICATION

On your GSD Day I'll need you to be available for quick and possibly frequent communication so I'm going to ask that you be available on Facebook Messenger. Due to the limitations of a business page on Facebook, I cannot initiate a conversation with you and I'll need you to make the first move. If you go to my [Queen of GSD Facebook Page](#), you'll see the **"Send Message"** button right at the top. Shoot me a quick hello prior to your GSD Day or we can tackle this during our strategy call.

Do me a solid and like my page while you're there!

Please remember that I need you to be available on your GSD Day. We do not need to video chat but in order to make sure we fly by the speed of light, I'll need quick responses to any questions or issues I run into.



If you do not have Facebook Messenger:

We can use a different app called Voxer. It works just like messenger. Please download Voxer prior to our strategy call so we can test it out.

THE TIMELINE/PROCESS

PICK YOUR DATE

At least four weeks prior to your GSD Day

If everything looks good on this proposal, you'll select at date AT LEAST FOUR WEEKS AWAY. Please remember while picking a day, you'll have prep work prior (which is why you need the four weeks) and I'll need you to be available throughout your day for questions and feedback. This needs to be a day that you're relaxing around the house, not a day that you've got 324 appointments. Once you've carefully selected your day, you'll fill out the form, pay a 50% deposit (or 100% if you're a baller), we hit the ground running!

STRATEGY MEETING #1

4 weeks Prior to GSD Day

Before you get too far into the weeds, we'll schedule a 1 hour strategy call to go over the project, answer your questions and make some important choices together.

STRATEGY MEETING #2

1 Week Prior to GSD Day

We'll meet one last time to hash out the details. You'll see mock ups of your site, we'll talk about functionality and we'll tie up any loose ends.

PREP WORK

Due 7 Days Prior to GSD Day

Before our day together you've got some homework to do but don't worry this is fun homework. Depending on the project we're working on, I may ask you for some samples of styles you like, I'll send you a questionnaire that will need your devoted attention and you'll also get a clear guide and a checklist for how this whole thing is going to work. It's imperative that you understand that this work needs to be done 7 days prior to the day you've selected. **If it is not completed, we cannot continue with your selected day.**

YOUR GSD DAY

Your selected date

You're my only client this day, which means you've got all my attention. I'll log on and get started early in the morning to maximize our time. We will not be meeting live during the day, but I will ask you be available via a messaging app to work through questions and to encourage collaboration as we go. I'll keep you posted through the whole process.

AFTER YOUR GSD DAY

For 15-30 days after

Once your project has been completed you'll still have my support for an additional 30 days. I'll be available for email support, video tutorials and will offer advice and training to make sure you're comfortable moving forward.



BUILDING YOUR WEBSITE

WHAT IS INCLUDED IN YOUR WEBSITE?

Set Up Assistance
<ul style="list-style-type: none">• Host and domain set up or transfer
<ul style="list-style-type: none">• New email set up*
<ul style="list-style-type: none">• Install Wordpress and supporting plugins
<ul style="list-style-type: none">• SSL Certificate
Features
<ul style="list-style-type: none">• Built responsive (mobile friendly)
<ul style="list-style-type: none">• Connected to your social channels
<ul style="list-style-type: none">• Connected to your contact form and booking links
<ul style="list-style-type: none">• Basic keyword driven SEO based on your chosen keywords
<ul style="list-style-type: none">• Pop Up for email collection or lead generation**
Design
<ul style="list-style-type: none">• Custom website built in Wordpress
<ul style="list-style-type: none">• Your logo, brand colors, images and copy
<ul style="list-style-type: none">• Your choice of three pre-selected template
Additional Help
<ul style="list-style-type: none">• 2 one hour strategy calls to go over the project, answer your questions and make some important choices together
<ul style="list-style-type: none">• Pre-recorded training video provided after you have launched to teach you how to use your site.
<ul style="list-style-type: none">• 30-Days of post-launch support via email and training videos
<ul style="list-style-type: none">• 6-months of website maintenance including updates to the Wordpress version, theme, php, and plugins

*New email addresses are included but transferring an existing email address is an additional fee.

** Only available on the 4-5 page website plan.

Not included but available for an additional fee: copywriting, editing, hosting or domain fees, booking systems set up, live chat, assistance choosing a domain, form logic, eCommerce stores, etc.

STEP 1: BUY YOUR DOMAIN

First things first: What is a domain?

A domain (or URL) is your WWW. It is how people navigate to your website and it could end in many different types of ways like .com, .org, .net, etc. You need to have a domain to have a website.

If you already have your domain, GREAT! Move on to the next step.

If you do not have a domain there are a few options to snag yours. If you also do not have a hosting package, I encourage you to buy your domain and your hosting through the same company (more info on that below).

Where can you buy just a domain?

I buy mine at Google Domains. You can also purchase them at GoDaddy, BlueHost and many others.

If you're just buying a domain, you don't necessarily need to worry about where you buy it because it can always be transferred.

STEP 2: BUY YOUR HOSTING

What is hosting?

A hosting package is what actually makes your website live. Think about hosting like a server for your computer. It holds all your files and makes them accessible to people around the world. Hosting and a domain are the two key components to a website. Already have hosting? Great! Move on to the next step.

If you do not already have a hosting account, follow these instructions:

1. You can use my link here: <https://www.siteground.com/go/qgsd> *
2. Click on the “**Managed Wordpress Hosting**” option
3. Click on “get plan” for the **Start Up package**
4. On the next page, select “**Get New Hosting Account**”
5. Next Select “**I already have a domain**” if you do and enter in your URL or “**I need a domain**” if you don't.
6. At the bottom, for Purchase Info, I suggest changing the length of time to at least 24 months. You'll get a better rate long term.
7. Add the option for domain privacy if it is available.
8. Enter in your payment info and submit
9. Send me your login information for your Site Ground account.

Important Note

Domain privacy blocks internet searches that show the info you bought your domain with. If you signed up using your home address and phone number this info is available on the internet. Domain privacy protects that info for you.

* This is an affiliate link for Site Ground. I do not push tools or services that I don't use myself. Site Ground is a very reliable, affordable host with great customer service. You're welcome to use any host you'd like but I do advise against bargain hosts like GoDaddy, Host Gator and BlueHost because of reliability and support issues.

STEP 3: YOUR TO DO LIST

To help keep you (and me) organized, I've created a to do list for you in a program called ClickUp. If you haven't already, you will receive an invite to your list/board. We'll go over how to use ClickUp in our first strategy call.

You can use this board to add your tasks in addition to the ones that I've added. Each task can be marked as Open, In Progress, Or Done. I ask that you use this board for your own tracking but also to help keep me up to date on your progress.



STEP 4: BOOK YOUR STRATEGY CALL

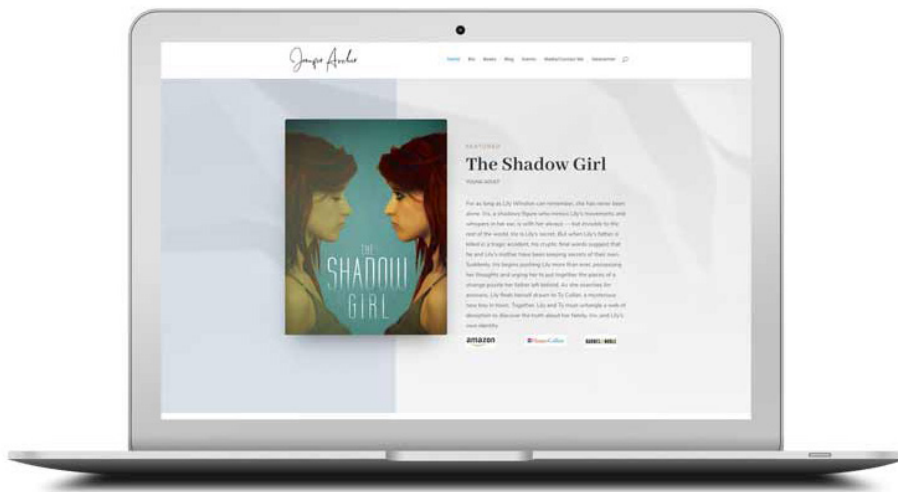
If you haven't already, please book your first strategy call! There is information that you provide during bookin this call that I need in order to make this process go smoothly!

Remember we want to have this strategy call 4 weeks BEFORE your GSD Day.

Click here to book your 1st
strategy call

STEP 5: LOOK FOR INSPIRATION

I'm sure you have tons of ideas about what you want your website to look like and it's my job to get those ideas on to the screen. I'm going to ask you to do a little homework. Prior to our strategy call please find 1-3 examples of websites you like and email the URLs to me. Tell me what you like about them and if you happen to find one that you hate, send that too and tell me why! After I get a peek inside your brain, it will help me pick a template that will work best for you and we'll finalize your template during our second strategy call.



STEP 6: WEBSITE PHOTOS

Let's talk about website photos for a minute. I get asked a lot "what kind of photos do I need for my website?" The answer isn't a one and done, it really depends on who you are and the way you'd like to feature yourself on your site.

If you want to be a prominent part of the site

- 4-5 Large, high res photos of you
- 1-2 head shots
- 1-2 casual photos (with friends, family, pets or participating in hobbies)

If you don't want to be in the forefront

- 1-2 large, high res photos of you
- 1 headshot
- 1 casual photo
- 4-5 large, high res stock photos of your choosing

STEP 7: WEBSITE CONTENT

I know that the idea of gathering all of the information for your website can be incredibly overwhelming, so in order to prevent any excess stress and to keep this fun for you (and me!) I've broken down the content process for you in a website content guide that you can find in the appendix. This will help you start thinking about website content and what you may want to put on your site.

We'll share content through Dropbox in a folder that I will provide for you. Please keep an eye out for the invite to that folder.



A NOTE ABOUT WEBSITE CONTENT

With your GSD Day Website project, you also get access to my Website Content Creation Guide. That guide goes over each page on a website and gives you step-by-step instructions on how to create the copy for your pages.

I know creating content can be overwhelming but I created this guide to make everything more digestible and less scary. Please take advantage of this tool!

PRE-GSD DAY WEBSITE CHECKLIST

Below is a checklist of everything **you need to submit to me 7 days prior to your GSD Day.**

TECHNICAL STUFF

- Login Info**
 - Hosting
 - Domain
 - Email provider (Mailchimp, Mailerlite, etc)
 - Scheduler/Booking system
 - Any other important systems you need connected
- Scheduled first strategy session (4 weeks prior to GSD Day)**
- Branding Info shared and uploaded to folder**

CONTENT

- Photos**
 - Photos
 - Headshots
 - Landscape photos
 - Stock photos
 - See the next page for individual page details



- Homepage**
 - Hero image / banner image
 - Copy that will sit on top of your hero image
 - CTAs for your hero and where it will link to
 - Short blurbs about you and/or your services
 - Email opt-in (Do you have an email provider like Mailchimp/Mailerlite/etc?
I'll need that login information to hook up an opt-in.)
 - Any and all photos you'd like to use on your homepage
 - Testimonials
 - Footer: What info will go in your footer?

- About / Staff**
 - Hero image (if applicable)
 - Your bio/resume/copy
 - Photos
 - Press/Awards/Interviews
 - Media kit/special downloads

- Services**
 - Hero image (if applicable)
 - Your services written out in more detail
 - Photos for your services or icons
 - CTA to get more info or sign up for enews
 - Pricing
 - Testimonials (if not on homepage)
 - Case studies
 - Past projects
 - Former clients
 - FAQ

- Contact**
 - Hero image (if applicable)
 - Phone, Address, Email or other contact info
 - Contact form
 - Media kit/special downloads