PORCH LIGHT DESK
WEBSITE DESIGN

What I need to build your custom site

Don't have it all? That's fine, I'll help you fill in the gaps.

Business name: _____

Business basics

- ☐ Legal business name and the name you want shown
- ☐ Main phone number (and whether it takes texts)
- ☐ Email address for the business
- ☐ Service area or list of cities you work
- ☐ Business hours
- ☐ Street address, or tell me you're service-area only
- ☐ License or insurance numbers, if you show them

Brand

- ☐ Logo file (the best version you have, even a photo of the truck)
- ☐ Brand colors, if you have any
- ☐ A few websites you like the look of

Services

- ☐ List of services, with a line or two about each
- ☐ Which services make you the most money
- ☐ Any seasonal services and when they run

Photos

- ☐ Real job photos
- ☐ Truck and equipment photos
- ☐ Team photos (you count)
- ☐ Before and after shots
- ☐ Phone photos are fine, no need for a photographer

Trust

- ☐ Link to your Google reviews
- ☐ Awards and certifications
- ☐ Years in business
- ☐ Guarantee or warranty wording

Contact and booking

- ☐ How you want leads: call, text, form or a booking tool
- ☐ Where form emails should go

Content you want on the site

- ☐ Current specials or deals
- ☐ Questions customers ask you all the time (FAQs)
- ☐ The story of how you got started

Access we'll need

1. Add us as a manager, no password needed. Invite porchlightdesk@gmail.com to:

- ☐ **Google Business Profile:** Business Profile settings > Managers > Add > Manager.
- ☐ **Google Search Console and Analytics, if you have them:** Users and permissions > Add user.
- ☐ **Facebook Page:** Settings > Page access > Add new.
- ☐ **Domain registrar:** GoDaddy Delegate Access or Namecheap Share Access.

2. Logins only if needed:

- ☐ **Old website host or builder** (Wix, Squarespace, WordPress, GoDaddy): only for moving content or shutting the old site down.
- ☐ **Domain registrar:** only if delegate access isn't offered.
- ☐ **Business email host:** only if email is being set up or moved.
- ☐ **Booking or payment tools** (Housecall Pro, Jobber, Square, Stripe): usually just an embed code or link.

Password safety: share passwords by phone, or type them in yourself on a screen share. Never by email or text, and change them after launch.

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20% off the next 10 website builds through Nov 30, 2026.