

Website Kickoff Meeting

Make a successful start to your website creation by finalizing details with your client



Meeting Agenda

Meeting Topic:	<i>Website Kickoff Meeting</i>
Date:	<i>04/26/2030</i>
Participants:	Client: <i>Just Earth Travel & Tours</i> Contractor: <i>Panorama Prima Creatives</i>
Topics to Discuss:	<input type="checkbox"/> <i>Website project introduction</i> <input type="checkbox"/> <i>Website creation goals</i> <input type="checkbox"/> <i>Processes and requirements</i> <input type="checkbox"/> <i>Content and design</i> <input type="checkbox"/> <i>Add more as needed</i>

Introduction

Kickoff meetings are officially held before the beginning of a project or event. They help get the team members and potential clients on the same page regarding all the work, activities, and requirements needed. It also provides an opportunity to clarify any concerns and issues.

There are various types of kickoff meetings, including project kickoffs, business or conference meeting minutes, and stakeholder meeting agendas, among others.

Use this section to introduce the background of the project, the client, or the contractors.

Goals

Get on the same page with the client by clarifying the goals and strategies covered by the website creation:

- Revamp the client's existing website*
- Create more web pages for new products and services*
- List more goals as needed*

Reviews

Website Creation Process

Phase/Stage	Deliverables	Deadline
<i>Review and analysis of the existing website</i>	<i>Identify online brand identity</i>	10/15/2030
	<i>Audit the current website</i>	10/30/2030
Add another stage	Enumerate the deliverables	MM/DD/YYYY
	Add rows as needed	

Website Requirements

Requirements	Tools/Resources	Due Date	Status
<i>New branded copy</i>	<i>AI copy generator app</i>	11/25/2030	<input type="checkbox"/>
<i>Updated gallery photos</i>	<i>Photo asset collections</i>	11/30/2030	<input type="checkbox"/>
Note other essentials for website creation	Identify the tools or resources needed to meet the requirement	MM/DD/YYYY	<input type="checkbox"/>

Website Guidelines

Content

Determine the content focus and approach for the website. Elaborate on the items enumerated:

1. *Use an inclusive tone of voice - keep texts gender-neutral and people-first.*
2. *Enumerate search terms and keywords.*
3. List other copy or content-related factors.

Design

Share the design guidelines and best practices the contractors should follow in creating the client's website:

1. *Follow the corporate colors of Just Earth Travel & Tours.*
2. *Apply scalable texts for visual accessibility.*
3. Add more design guidelines on fonts, layout, color, design execution, and animation, keeping in mind any inclusive or accessible considerations.

Assets

Provide sample visual cues for the website.

Photos	Videos	Icons

What's Next

Action Items

Action Item	Owner	Deadline
<i>Website analysis</i>	<i>Zola Bekker</i>	<i>10/28/2030</i>
<i>Competitor analysis</i>	<i>Leopold Ljungman</i>	<i>11/13/2030</i>
Determine other immediate action items		

Questions

At the end of the meeting, give time for the participants to raise any concerns or questions. List and record them in this section for easy reference.

- Who will participate in the beta testing of the website?*
- When is the best time to launch?*
- Take note of any other questions*