

One Day Build Session Prep Guide

Here is a list of things you will need to be properly prepared for your website build session. Please have as much of this ready before your scheduled build session as possible. If you have questions or need assistance, contact info@onedaylabs.com.

Technical Information

This is the stuff that isn't so fun, but it's really important to have it all ready to go and sent to your Project Manager early in the prep process.

1) Domain Name Registrar Access.

Your domain name is your website address or URL. Your team may need access to your registrar account. You must provide login info to wherever your domain name is registered. If you do not have a domain name, you must register one now.

Not sure where it could be? The most commonly used domain registrar is GoDaddy, or it could be somewhere else. If you are unsure, visit <https://www.whois.net> and type in your domain name and it will tell you where it's registered.

2) Hosting Account Access.

Your team will need access to your hosting account, or the server where your website lives. If you use a SaaS platform for your website (like SmugMug), then they are your host and you don't need to do anything else but give us access to your main account. If your site uses WordPress, it will be up to your team to determine whether your website should stay on your current host or move to a new one. Only certain hosting companies are supported by One Day Labs. [Check the list of approved hosts on our website.](#)

3) Any other account information.

We'll need access to any other accounts that might be relevant to the website build. This may include: Google account for analytics implementation or other relevant 3rd party accounts. These will vary depending on what kind of site you're building.

Website Design

Come to your session prepared with the following information for your build team.

1) Know your business.

What do you do? What is your mission or your purpose with your business?

2) Know your audience.

Who do you serve? Who is your ideal client? What will be the objectives or calls to action on your site? (Buy something, download something, sign up for newsletter, contact you, etc.) In other words, what do you want people to do when they visit your site?

3) Know what you love: look and feel. Choose your colors, fonts and style.

Think about what kind of service you provide. Consider the brand you already have or if you're open to a new direction. Do you need a logo? What is the most important thing to you in your website's design? Keep in mind it's important to be sure about what you want before the build day because we'll have limited time for the design process.

Here are some tools to help:

a. Adobe Color CC: <https://color.adobe.com/>

This can help you choose a color scheme. You can print the page, make a screen shot or take note of the HEX values when referring to colors.

b. Pinterest: <http://pinterest.com>

Pinterest is a great tool for finding colors you like, design ideas, and different means of inspiration. Create a board and share the link with your team!

c. Google Fonts: <https://www.google.com/fonts>

Google Fonts is a great resource for free fonts with commercial licenses. We recommend one plain font for the body text and/or one a bit more decorative for Titles and/or menu. Check Droid Sans and Droid Serif for good examples of basic fonts.

Content

It is extremely important that you are prepared with all your website's content before the session date. Your project manager will give you instructions on what tools to use to exchange this information.

For website copy (the written stuff) we find that it's best to use Google Docs, or documents in the cloud, since it is built for collaboration. Using a Word doc, however, is completely acceptable. For sharing other website assets like photos, we find it best to use Dropbox instead of email since this eliminates the risk of files being too big to send over email.

If you have questions or need guidance, don't worry – that's what your project manager is there for. They can help you figure out exactly what you'll need for the Build Day. Just be prepared to have homework!

Here's a list of some items to make sure you have or send to us.

1) Sitemap

Your sitemap is the list of pages on your site and how they connect to one another. What do you want linked in your navigation? If you have a dropdown menu, what do you want that to look like? If you aren't sure, just ask. Your team can help you finalize it. Make sure you don't have more than 5-8 pages (not including image galleries) so it's not too big to build in a day.

2) Graphics & Assets

Your logo files - high resolution if possible, as well as any other graphical elements you have should be delivered to your team before the Build Day.

3) Page Content

You should think about what you want your pages to be and what you want on each page. Focus on what you might want on your homepage, and what you want on your internal pages. Content can include: copy, images, videos, calls to action, phone numbers and addresses, etc. This doesn't need to be final as you will be able to go and edit it any time, but you should have at least a first draft.

4) 3rd Party Implementation

Account login info and/or links to social media accounts, event registration, other interactive content.

As you have content and other assets (color and font choices, sitemap and page outlines, your logo graphics) prepared, send or upload them to the location specified by your Project Manager. The resources will be shared with your Designer.