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Conversion & Emulation Checklist

During the risk-free starting period we will request to build on our account until your plan has been upgraded. **Your project manager will advise you** on how to start depending on your situation.

☐ Original site (Reference site)

Reference your original site or other sites with designs and features you desire. We will copy them exactly as is (1:1) using your brand style.

How to send:
- *Direct link to site (https://www.yoursite.com)*

☐ Content / copywriting

Written web copy.

How to send:
- *Use existing copy on original site*
- *OR have copywriting outlined and annotated on Google Doc, Notion, or similar*

☐ Media

Photos, icons, illustrations, videos, Lottie.

How to send:
- *Use existing media on original site (download from site)*
- *OR package all assets and attach to project submission*

☐ Fonts

Typography in your project.

How to send:
- *Attach all fonts to project submission via local file (WOFF or WOFF2 format)*
- *OR Google Fonts*
- *OR Adobe Fonts (**Add all your fonts to an Adobe project and share with us the API key to access the fonts**)*

☐ Pages

List all the pages in the design file or project.

During the risk-free starting period you are allowed to build up to 1 page. If you are just starting out please label which page you'd like built.

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☐ Content Management System (CMS)

List all aspects of the site that will need to be in the CMS. The CMS is different from the Webflow “Editor”. The CMS represents dynamic collections or auto-generated content.

Examples:
- *Dynamic pages: Blog, Portfolio, Services, Products, Team, Etc*
- *Dynamic page content: Testimonials, FAQS, Reviews, Etc*

CMS Migration:
We do not work on 3rd party platforms. If you’d like to match the modeling of your current CMS, please organize the below:
- *Structure of taxonomy and hierarchy*
- *CSVs of all data sets*
- *Content and Media for all Collections*
- *Optional, **but recommended**, a screen recording of requirements or overview.*

☐ Animations / Interactions

Hovers, object movement, layout changes, clicks, scrolls, and more.

Keep original Interactions:
- *No extra requirements are needed. Default is adaptable will copy the animations and interactions from your reference site exactly as is (1:1). If tweaks to the interaction are needed please outline them in your requirements.*

How to delegate new Interactions:
- *Basic interactions - written or verbal description (recorded video)*
- *Standard interactions - Visual references alongside written or verbal description (recorded video)*
- *Complex interactions - Interactive prototype link or visual references via reference sites*
- *Lottie / Animated graphics - You provide final animated JSON asset*

☐ Other Requirements

List personal considerations, objectives, or anything else required for the project like SEO content and integrations.

Examples:
- *SEO - Meta, Schema, and more*
- *Integrations - Embed codes, setup documentation, frontend (JS) documentation, API key, etc.*

Want to verbally share your requirements to help articulate your ideas and concepts? We recommend Loom to record yourself and screen. They offer a free account—sign up now.

Our project wizard in-app will steer you during the project submission process. **Use our templates in the project wizard to quickly populate a brief in minutes.**