

Existing Webflow Site Checklist

During the risk-free trial period we will request to build on our account until your plan has been upgraded. You can create a duplicate of your site/template and transfer to us. **Your project manager will advise you at start.**

Development of new design elements

Have your design file complete

Make sure your design is finalized and represents your final creative expectations.

How to send:

- Upload saved local file (.fig, .xd, .ai, etc)
- OR Shared link (**please allow public viewable with export access on all assets**)

OR

Have visual references

Reference other sites with designs and features you desire. We will copy them exactly as is using your brand style.

How to send:

- Direct link to website
- Screenshots of other websites and/or features

Development with existing elements

Match content

Provide structured outlines of content in a form that matches existing elements on your site.

How to send:

- Have copywriting outlined and annotated on Google Doc, Notion, or similar. We will select the right matching component and piece together your page.
- OR wireframe your new pages with selected screenshots outlined on Google Doc, Notion, or similar.

“Design” Threshold:

Slight deviations between content and design we will finalize using best practices/judgement.

Content / copywriting

Written web copy.

How to send:

- Have final or placeholder copywriting on the design file
 - OR have copywriting outlined and annotated on Google Doc, Notion, or similar
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Media

Photos, icons, illustrations, videos, Lottie.

How to send:

- Allow export access on design file if available
 - OR package all assets and attach to project submission
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Fonts

Typography in your project.

How we access:

- On your existing website

How to send if new:

- Attach 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**)
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Pages

List all the pages in the project.

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

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
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Animations / Interactions

Describe/show expected animations or interactions in writing, reference, or prototype. Your provided references must be clear and show visualization of the exact interaction you want.

Examples:

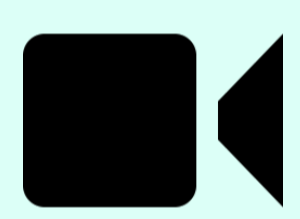
- *Basic interactions - written or verbal description (recorded video)*
 - *Standard interactions - Visual references alongside written or verbal description (recorded video)*
 - *Complex interactions - Interactive prototype or visual references*
 - *Lottie - You provide final animated JSON asset*
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Other 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.*
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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.**