



CLIENT ONBOARDING RESOURCE

Project Kick-off Guide

An easy-to-follow guide to starting a website, brand identity or online store project.

Blasterr Design

Custom web design, brand identity and graphic design solutions for businesses. A clean, clear and consistent online presence - so visitors quickly understand what you offer, who you help and how to take the next step.

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Welcome - before we get started

This guide helps make the start of your project clear and straightforward. It explains what I will need from you, how the process works and what you can expect as we work together.

Our project steps

- Project brief and discovery
- Collecting content, images and access details
- Sitemap, content structure and visual direction
- Design and user experience
- Development or production
- Testing: mobile, forms, links, speed and basic SEO
- Handover, a short walkthrough and final refinements

What will I need from you?

Logo and existing brand assets

Copy or rough text drafts

Images, references and inspiration

Service list, prices, packages or product information

Testimonials, awards, previous work and other trust-building material

Domain, hosting or platform access

Contact details and social media links

Legal texts: privacy notice, cookie policy and legal notice

Communication and feedback

- It helps to send requested changes together in one list and one message.
- Specific feedback speeds things up: which section, which text, which image?
- New features or a major change in direction may require separate discussion.
- The timeline also depends on how quickly content and feedback arrive.

A note on timelines

A reliable schedule starts with the necessary materials

A dependable project timeline begins once the required content and access details are in place. If an important item is delayed, the final delivery date may need to change.

After handover

- Organizing final files and access details
- A short guide to using your website or assets
- Basic maintenance recommendations
- Optional ongoing support, development or content updates

Ready-to-copy message for your client

I am sending over the project kick-off guide so you can see how we will work together and what materials I will need. Preparing these in advance will help us work more quickly and clearly.