Sugarpixel

CLIENT GUIDE

Get ready for your Sugarpixel website

A friendly, no-jargon guide to pulling your ideas together before we start, so your new site feels like you from day one.



1 START HERE

Why this guide exists

Hello, and thank you for choosing Sugarpixel! A great website starts with a good chat, and a good chat starts with a few things on paper. This guide helps you get your thoughts in order before you send your brief. It's not a test and nobody's grading it.

How to use it

- Work through each page at your own pace. Twenty minutes with a cuppa is plenty.
- Scribble notes, bullet points, half-formed ideas. All welcome.
- Skip anything you're unsure about. We'll figure it out together.

What you'll get out of it

- A clearer picture of what your site needs to do
- A much quicker, more useful first meeting
- A more accurate quote and timeline
- Fewer surprises along the way

What's inside

01 Why this guide
02 Goals
03 Audience
04 Pages
05 Look & feel
06 Brand, photos & copy checklist
07 Budget & timing
08 Who's involved
09 Next step: let's meet

GOOD TO KNOW There are no wrong answers. "I don't know yet" is a perfectly good answer, and helping you work it out is part of what I do.

2 GOALS

What does success look like?

Picture your new site six months after launch. What's different? Knowing the "why" helps every design decision fall into place.

Pick your top goals

Tick up to three. Focus beats trying to do everything at once.

- [ ] Get more enquiries or bookings
- [ ] Sell products online
- [ ] Look more professional / credible
- [ ] Explain what I do more clearly
- [ ] Save time answering the same questions
- [ ] Grow my mailing list
- [ ] Show off my work or portfolio
- [ ] Be found on Google more easily
- [ ] Replace an old or broken site
- [ ] Something else: _____

Questions to ponder

- What's the one thing you most want a visitor to do?
- What's not working with your current site (if you have one)?
- How will you know your new website is working? (e.g. more enquiries, bookings or sales)

IN ONE SENTENCE...

"My new website will help me..."

3 AUDIENCE

Who's the site for?

Your website is a conversation with the people you want to help. The better we know them, the better we can speak their language.

Your ideal customer

- Who are they? Age, location, lifestyle, business type
- What problem are they trying to solve?
- What might make them hesitate to get in touch?
- How do they usually find you? Word of mouth, Instagram, Google...

Your answers

What they need from you

- What do they ask you most often?
- What do they need to see to trust you? Reviews, prices, photos of you?
- Will they mostly visit on a phone or a computer?
- Any accessibility needs to keep in mind?

Your answers

Sketch a quick persona

NAME & WHO THEY ARE	WHAT THEY WANT	WHAT WORRIES THEM

TIP Think of a real favourite customer. Writing for one actual person almost always beats writing for "everyone".

4 PAGES

Which pages do you need?

Most small-business sites need fewer pages than you'd think. Tick what feels right; we'll shape the final structure together.

The usual suspects

- [ ] **Home**
  Your shop window: who you are and what to do next
- [ ] **About**
  Your story, values and the face behind the business
- [ ] **Services / What I offer**
  One page, or one per service
- [ ] **Portfolio / Case studies**
  Show, don't tell
- [ ] **Shop / Products**
  Online payments, stock, delivery
- [ ] **Prices / Packages**
  Saves a lot of back-and-forth
- [ ] **Testimonials / Reviews**
  Social proof from happy clients
- [ ] **Blog / News**
  Only if you'll keep it updated
- [ ] **FAQs**
  Answers to the questions you get every week
- [ ] **Contact / Booking**
  Form, map, calendar, opening hours

Handy extras

Booking calendar

Newsletter sign-up

Members area

Downloads

Events

Instagram feed

Multiple languages

Got an existing site?

Note which pages to keep, which to merge and which to retire. A link to the current site is perfect.

Your current website

Notes (keep / merge / retire)

5 LOOK & FEEL

How should it feel?

You don't need design words. A gut feeling and a few sites you love (or hate!) tell me loads.

Find your vibe

Mark where you sit on each scale.

Calm	◯	◯	◯	◯	◯	Bold
Minimal	◯	◯	◯	◯	◯	Rich & detailed
Playful	◯	◯	◯	◯	◯	Serious
Classic	◯	◯	◯	◯	◯	Modern
Light	◯	◯	◯	◯	◯	Dark

Words that describe your brand

Warm · Luxurious · Friendly · Earthy · Techy · Quirky · Elegant · Fresh · Cosy · Confident · Creative · Trustworthy

Pick three, or add your own below.

Your own words

Sites you love

2–3 links, and what you like about each. They don't have to be in your industry.

Sites you don't

Just as useful! What puts you off: clutter, colours, pop-ups?

6 CHECKLIST

Brand, photos & copy

Content is the number one thing that holds up a website. Gathering it early keeps everything moving. Here's what to start collecting.

Brand

- [ ] Logo (ideally SVG or high-res PNG)
- [ ] Brand colours (hex codes if you have them)
- [ ] Fonts or brand guidelines
- [ ] Tagline or strapline

Photos

- [ ] Photos of you / your team
- [ ] Your products, space or work
- [ ] Behind-the-scenes shots
- [ ] Full-size originals, not screenshots

Copy

- [ ] About text / your story
- [ ] Service or product descriptions
- [ ] Prices & packages
- [ ] Reviews & testimonials
- [ ] FAQs

Practical bits

- [ ] Domain name & who it's registered with
- [ ] Current hosting / website logins
- [ ] Social media links
- [ ] Contact details, address & opening hours
- [ ] Privacy policy / T&Cs (if you have them)

Don't panic if...

...you don't have professional photos or polished copy yet. I can recommend photographers and copywriters, suggest good stock imagery, or help you shape your words. Just let me know where the gaps are.

TIP Pop everything into one shared folder (Google Drive, Dropbox, whatever you use) and send me the link. It's so much easier than a trail of emails.

7 BUDGET & TIMING

Let's talk money & dates

It can feel awkward, but sharing a rough budget and timeline means I can suggest the best possible site for what you've got, with no guesswork.

Budget

A range is perfect. Which feels closest?

- [ ] Keeping it lean, just the essentials
- [ ] A solid mid-range investment
- [ ] Happy to invest for something special
- [ ] Not sure yet, I'd love some guidance

MY ROUGH RANGE

Timing

- Is there a launch date you're working towards? A product launch, event or busy season?
- Is that date fixed, or flexible?
- Any holidays or busy periods when you'll be hard to reach?

IDEAL LAUNCH DATE

Think beyond launch day

QUESTION	YOUR NOTES
Will you update the site yourself, or would you like ongoing support?	
Any running costs to plan for? Hosting, domain, email, shop fees	
Would you like to add more features later, in phases?	

8 WHO'S INVOLVED

Who's on the team?

Knowing who's who keeps feedback simple and decisions quick. Even if it's just you, that's great; it makes things nice and speedy!

Your side

ROLE	NAME & BEST CONTACT
Main point of contact (day-to-day)	
Final decision-maker / sign-off	
Who's supplying content (copy, photos)	
Anyone else to keep in the loop? Partner, manager, marketing help	
Tech contact (domain, email, IT), if you have one	

My side

You'll be working directly with me, Kirsten, from first chat to launch day. If we bring in a specialist like a photographer or copywriter, I'll always introduce them and agree it with you first.

Staying in touch

- How do you prefer to communicate? Email, calls, video?
- What days or times work best for you?

Your answers

TIP One person gathering feedback from everyone, then sending it in one go, is the secret to a smooth, on-time project.

9 NEXT STEP

Let's meet on Zoom

Once you've sent your brief (rough notes are absolutely fine!), the next step is a relaxed Zoom chat to talk it all through, answer your questions and map out the plan.

1

Send your brief

Share your notes from this guide, plus a link to your content folder if you have one.

2

I'll get back to you with a time

I'll send over a suggested time for our Zoom meeting as a calendar invite.

3

Accept it, or move it

If the time works, just accept the invite. If it doesn't, no problem at all. Just propose a new time from the invite.

Finished? Send it to us

Download your guide first, then tap the button below.

SAVE & SEND YOUR GUIDE

Prefer to choose your own slot? BOOK A CALL

I can't wait to hear about your business and start bringing your new website to life.
Any questions in the meantime, just reply to my email.

Speak soon, Kirsten