



Guided Content Worksheet

Everything we need to build your website — in one place.

This is the most important step in your entire project — and the one that keeps it fast. Great websites are built on clear content, so the more you give us here, the better (and quicker) your finished site will be. Work through it at your own pace; you don't need to be a writer or a designer. Just tell us about your business in your own words and we'll shape it into something polished.

Before you start — a few things to know

- **You don't have to fill in every box.**
Anything you leave blank, we can write or create for you. Where that's an option, we'll tell you.
- **Don't worry about perfect wording.**
Give us the facts and the gist — refining the language is our job.
- **Gather your files as you go.**
Logo, photos, and brand assets are the things most likely to slow a build down. A short checklist is on the next page.
- **Your deadline matters.**
Your launch date is set from the day your completed worksheet and files are back with us.

Questions while you work through this? Email admin@alchemyimageworks.com or call 780-983-6051 — we're happy to jump on a quick call and talk it through.



1 | Your Business at a Glance

The foundation. This shapes the homepage, the messaging, and how we position you against your competitors.

Business name (as it should appear on the site):

Browser-tab / short name

Year established (optional)

■ **In one sentence, what does your business do?**

Imagine a stranger asks what you do. Example: "We're a Stony Plain plumbing company that handles emergency repairs and renovations for homeowners."

■ **Who is your ideal customer?**

Who are you trying to reach? Homeowners, other businesses, a specific industry, an age group, an area?

■ **Why should someone choose you over a competitor?**

Your edge — experience, speed, price, warranty, local knowledge, certifications, personality. List a few.

■ **What is the #1 thing you want your website to do?**

Get phone calls

Generate quote / contact requests

Take online bookings

Sell products online

Build credibility / look professional

Showcase a portfolio or gallery

Grow an email list

Other (note below)

Other / more detail



2 | Brand & Visual Assets

What your site will be built from visually. Send files alongside this worksheet (see how to send them on the last page).

Your logo

■ **Which logo files do you have? (tick all you can send)**

Vector file (.AI, .EPS, .SVG, or .PDF)

High-res PNG (transparent background)

JPG only

A favicon / icon version

Only a low-res copy

No logo yet

No usable logo, or only a low-res one? Our Brand Starter package (from \$995) gives you a proper logo, colour palette, fonts, and a mini brand guide — ask us to add it.

Colours & fonts

Brand colours (HEX, names, or "not sure")

Brand fonts (if you have specific ones)

Do you have a brand guide / style guide? If yes, please send it.

Photography & imagery

■ **What imagery do you have for the site?**

Professional photos of our work / products

Team / staff headshots

Photos of our location / premises

Logo'd graphics or past marketing

Stock images are fine for us

We need help with imagery

Need visuals? We offer professional brand & product photography (from \$695, half-day) and custom AI-crafted imagery you won't find on a stock site (from \$250 a set). Just ask.

Look & feel

■ **Share 2–3 websites you like — and a word on why.**

They don't have to be in your industry. Tell us what catches your eye: the colours, the layout, the vibe.

■ **Anything you definitely DON'T want?**

Styles, colours, or competitor sites you'd rather steer clear of.



3 | Your Pages

Which pages your website needs. This sets the shape of the project — tick the ones you want.

■ **Core pages**

Home	About / Our Story	Services
Products / Shop	Contact	Gallery / Portfolio
Testimonials / Reviews	FAQ	Blog / News
Team	Pricing	Booking / Scheduling

■ **Any other pages you need?**

Careers, locations, case studies, policies, a members area — list anything else here.

Your package includes a set number of pages. Extra pages are just \$295 each (blog posts and product listings \$75) — we'll confirm the count with you before any extra is added, never as a surprise.



4 | Page-by-Page Content

The heart of the worksheet. Tell us what goes on each page. Remember: leave any box blank and we can write it for you.

Home page

- **If a visitor read just one line, what should it say?**

Your headline / main promise. Example: "Edmonton's trusted name in emergency plumbing — done right, the first time."

- **List 3–5 key points you want a visitor to take away.**

About / Our Story

- **Tell us your story.**

How you started, what you stand for, what makes you tick. Bullet points are perfectly fine — we'll shape it.

Services / Products

- **List each service or product with a short description (and price, if you show prices).**

One per line is great. Note any you want to feature most prominently.

Want this written professionally instead of fill-in-the-blank? Our done-for-you copywriting starts at \$175/page (homepage from \$395). [Tick here in your reply](#) and we'll quote it in.

Testimonials / Reviews

- **Paste 3–5 reviews you'd like featured.**

Include the customer's name (and company / city if relevant). Screenshots of Google reviews work too.



5 | How People Reach You

The details that go on your Contact page and in your site footer.

Public phone number:

Public email address:

■ **Business address (or "by appointment" / "service area only")**

■ **Business hours**

■ **Which contact methods do you want on the site?**

Contact form

Click-to-call button

Email link

Map / directions

Online booking

Live chat

WhatsApp / SMS

Request-a-quote form

Social media

■ **Paste the full links to any profiles you want linked.**

Facebook, Instagram, LinkedIn, X, TikTok, YouTube, Google Business Profile — whichever apply.



6 | Getting Found on Google

A few details so your site is built to be found, not just to look good.

- **What would someone type into Google to find a business like yours?**

List 4–6 phrases. Example: "plumber Stony Plain", "emergency drain repair Edmonton", "hot water tank install".

- **Which towns, cities, or areas do you serve?**

- **Name 1–3 competitors (so we can help you stand out).**

A website link is ideal. We use these to differentiate you, not to copy them.



7 | Features & Integrations

Anything your site needs to do beyond looking great and telling your story.

■ **Which features do you want? (tick all that apply)**

Online store / e-commerce

Contact / quote forms

Photo / video galleries

Live chat

Google Maps embed

Online payments

Online booking & scheduling

Newsletter signup

Customer / member login

Blog

Social media feed

Multi-language

■ **Any tools you already use that the site should connect to?**

CRM, email marketing (Mailchimp etc.), booking software, POS, accounting, scheduling — name what you use.

E-commerce (from \$1,500) and online booking (from \$750) are available as add-ons. If you ticked them above, we'll include scoping and pricing in your project plan.



8 | Domain, Hosting & Current Site

Where your site lives. Just the facts here — never passwords (see the note below).

Do you own a domain? (e.g. yourbusiness.ca)

Where is it registered? (e.g. GoDaddy)

■ Do you have a current website? If so, what's the address?

Current site URL:

■ Is there anything on your current site you want to keep?

Specific text, photos, blog posts, testimonials, page structure — or "start fresh".

Who currently hosts your site / email (if you know)?

Please do NOT write any passwords or login details on this worksheet. When we need access, we'll send you a secure, encrypted way to share it — that keeps your accounts safe.



9 | Logistics & Sign-Off

The last few details so we know who to talk to and when everything's ready.

Main contact name

Role / title

Best phone

Best email

Who has final sign-off / approval on the site?

Target date your content & files will be ready:

■ **Anything else we should know?**

Special requirements, sensitivities, big dates, future plans — anything that helps us build the right site.

Your send-back checklist

Before you return this worksheet, do a quick scan to make sure you've gathered:

- This completed worksheet
- Logo files (best quality you have)
- Photos / images you want used
- Brand guide or colours/fonts (if any)
- Reviews / testimonials
- Login-sharing handled separately & securely

What happens next

■ **1. We review everything**

Within a couple of business days we'll confirm we have what we need, or follow up on anything missing.

■ **2. We design & build**

Your project timeline starts from the day your completed worksheet and files are in.

■ **3. You review**

You'll see your site and get your included revision round(s) to request changes.

■ **4. We launch**

We connect your domain, go live, hand you the keys, and walk you through your training materials.

Thank you for taking the time to do this properly — it's the single biggest thing that makes a website project smooth, fast, and genuinely yours. We're looking forward to building something great with you.



Submit Your Completed Worksheet

You're done — nice work. There are two easy ways to send your worksheet (and any files) back to us. Pick whichever suits the app you're using.

- **Option A — Use the Submit button below**

Best in the free Adobe Acrobat Reader. It attaches this completed PDF to an email addressed to admin@alchemyimageworks.com — just press send.

- **Option B — Save, then email it yourself**

In any PDF app: save the file (Ctrl+S on Windows, Cmd+S on Mac), then email it as an attachment to admin@alchemyimageworks.com. This works everywhere.

SUBMIT & EMAIL TO ALCHEMY

SAVE A COPY

The buttons work in Adobe Acrobat Reader. If your viewer doesn't respond, use Option B — it always works.

Thank you for taking the time to do this properly — it's the single biggest thing that makes a website project smooth, fast, and genuinely yours. We can't wait to build something great with you.