

	Task	Answer / Done (X)	Notes/Instructions
<b>THINGS NOT TO DO</b>			
	Don't edit any of the copy you port over. If you see any obvious spelling or grammar mistakes, feel free to change them.		
	The only exception to the don't edit rule is that sections with the word overview in them should have shorter text		
	Don't make a logo (although you can update the font settings for text logos using the logo-text-font variable)		
	Don't customize CSS unless absolutely necessary (e.g., to fix responsive issues or awkward photo cropping). If you do customize any CSS, please send a message in the #bugs Slack channel letting us know.		
	Don't customize any components. If you absolutely have to customize a component, please send a message in the #bugs Slack channel letting us know.		
<b>GET STARTED</b>			
	Review the pages/sections in the current Design Suite website		This website was algorithmically generated and customer-edited
	Review the content submitted by the customer in the Launch Boost request form as well as the social links and/or website they provided		
	Review the cost estimation provided by a salesperson. Are all three of the following statements true: 1) you believe you can deliver the website requested in the time specified in the cost estimator, 2) the customer-submitted launch form and the salesperson-submitted cost estimator have the same section, content, and integration requirements, 3) the launch form contains all of the content you need to deliver the website? (select 'yes' or 'no' to the right)	--SELECT--	The cost estimator is linked in both the Orchestra task and in the launch form.
	If you can not deliver the website in the required time, there is a discrepancy between the launch form and the cost estimator, or you don't have all of the content you need to start, pause this project and tell the CSM.		
	Check if the website is on the most recent version (and select 'yes' or 'no' to the right)	--SELECT--	You can find the website's version under <i>Settings-&gt;B12 style versions</i>
	If website is not on most recent version, upgrade it and look at each page to make sure everything still works properly and looks ok.		
<b>REVISE THE WEBSITE STRUCTURE</b>			
	<b>Decide if website should be single-page or multi-page (select answer from dropdown in cell to the right)</b>	--SELECT--	In most cases, when client selects "simple website" it should be a single-page website. However, if the customer provided a lot of content or requested a lot of sections, it should be a multi-page website.
	<b>If single-page site:</b>		Video instruction to automatically generate single page website: <a href="https://CENSORED-LINK-TO-VIDEO">https://CENSORED-LINK-TO-VIDEO</a>  Note: generate single page site BEFORE editing content. Otherwise your edits will be lost :)
	Convert the website to a single page site using the "autogenerate single page website" feature. This will create a single page version of the website and make it the default website.		
	Decide what sections should be included on the single-page website		
	Remove irrelevant sections (or change layout of existing sections if needed)		
	Add missing sections and update section layouts if needed		
	Confirm that all section titles reflect the type of section and edit if needed		The section titles are used to create the anchor links, so it's important they are accurate and professional.
	Revise the order of the sections on the single page website by dragging them to the correct position		
	Update the links/display text in the navigation as well as the CTA in the navigation (if there is one) and all sections to reflect the sections on the website		
	<b>If multi-page site:</b>		
	Decide what pages and sections should be included on the multi-page website		
	Delete irrelevant pages		
	Add missing pages		
	Go through each page and remove irrelevant sections (or change layout of existing sections if needed)		Note that you can also move sections between pages if needed.
	Go through each page and add missing sections (and update the section layout if needed)		
	Confirm that all section titles (used for anchor links) on all pages reflect the type of section and edit if needed		The section titles are used to create the anchor links, so it's important they are accurate and professional.
	Revise the order of the sections on each page by dragging them to the correct position		
	Update the links/display text in the navigation as well as the navigation CTA (if there is one) to reflect current pages on website		
	If needed, update the CTAs in all sections on all pages to link to the correct pages/sections		
<b>ADD CONTENT</b>			
	<b>Logo</b>		
	<b>Update logo based on customer's preferences (select customer's preference from dropdown in cell to the right)</b>	--SELECT--	
	<b>I like how the logo looks on the website. Don't change it:</b>		
	If a logo has a gradient in the background (and the customer said not to change it), use a nav background color that's in the gradient		
	<b>I have a better logo that I can share:</b>		
	Review the logo submitted by the customer		
	If logo has a lot of empty space around it, crop it		
	If the nav's background color clashes with the logo's background color, change the nav background color. If the logo has a gradient, don't use that logo, or pick a nav background color from the gradient.		
	If logo file is a PDF, export to a jpeg or a png if it has a white background		
	If needed, change the size of the logo using the logo knob		
	<b>I don't like how the logo looks on the website but I don't have a better logo:</b>		
	If an actual logo, first try changing background color of header to match logo and/or changing the size of the logo using the logo knob		
	If an actual logo and changing background/size didn't help, remove logo and change to business name in text		
	If a text logo, change the font and font style using the '\$logo-font' variable		
	<b>Footer</b>		
	<b>Update footer based on customer's preferences (select customer's preference from dropdown in cell to the right)</b>	--SELECT--	
	<b>I like the footer as is. Don't change it:</b>		
	N/A		
	<b>I would like show, hide, or change some of the information in the footer:</b>		
	Make the changes requested by the customer (e.g., show/hide/edit content requested)		

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<b>Contact Section</b>	If you updated any information in the footer, make sure the changes are reflected in the contact section and that they look ok			
	Make sure contact form is set up with client e-mail			
<b>About Section</b>	Did the customer provide about text in the boost request form?	--SELECT--		
	Is there about text on Facebook and/or the website?	--SELECT--		
	What's the best source for copy to use as a starting point? The boost request form, existing website or Facebook?	--SELECT--		
	Copy/paste the best about text on the about page (if multipage site) or the about section (if single page site).			
	Ensure that the photo in the about section is relevant. If the customer provided a better image for the about section, use that. If not, follow similar steps to hero image section.			
	Ensure the about section header is consistent with the new text			
<b>About Overview Section</b>	If it is a multi-page website, make the about overview on the homepage consistent with the about text on the about page			
	Ensure the about overview header is consistent with the new text			
<b>Sections with Collections (e.g., team, services, products, testimonials, gallery, work, faq, etc.)</b>	<b>For all sections with collections, do the following:</b>			
	Did the customer provide collection content in the boost request form? Or is the collection available on the existing website?			
	If the customer requested you use placeholder content for a collection section, leave the collection content as is.			
	Is the section layout well suited for the type of collection content provided?			
	If section layout is not well suited for the content, choose a different layout from the "Layout" pane			
	Identify the CMS fields that are used by the section layout and decide which content you will put in those fields.			
	If customer provided collection content or it is available on their existing website, copy the contents over to the Design Suite/CMS. Make sure to put the content in the fields you identified in the previous step (otherwise it might not show up in the section).			
	For products and services, if you can't find appropriate imagery from the client and the stock imagery doesn't make sense, feel free to use iconography from the noun project			
	If there is a blog or resources section, don't copy more than 5 items over. Put all of these items into the resources section. Copy the most recent content first.			
	If you find yourself porting over more than 15 items across all collections, cut the effort off, avoiding copying content over for sections near the bottom of the page and right-hand-side of the nav.			
	After adding the collection items to each section, update the section title.			
	Depending on what makes sense for the section type, add, edit or remove the subtitle and/or paragraph in the section			
<b>Collection Overview Sections (services, products, testimonials)</b>	If it is a multi-page website, update the collection content in the overview sections as well as the titles and other content in the overview sections			
	If it is a multi-page website, confirm that the CTAs at the bottom of the overview sections go to the correct page			
<b>Hero Image</b>	<b>Update hero image based on customer's preferences (select customer's preference from dropdown in cell to the right)</b>	--SELECT--		
	<b>I like the image. Don't change it:</b>			
	If the text is unreadable, change the opacity of the overlay			
	If an opacity won't solve the readability problem, move the text with classes like option-align-right/left/center			
	<b>I have a better image that I can share:</b>			
	Replace the hero image with the image provided by the customer. If the customer provided multiple images, choose the one that works best for a hero or consider changing the hero layout to a hero carousel.			If the image is used elsewhere on the website and you only want to change it in one place, make sure to add/map a new media object instead of replacing the current image. Otherwise, if you replace the image in the media object that is currently mapped, it will update the image wherever that media object is used. If you want to replace the image in all places it is used, replace the image in the currently mapped media object.
	If the text is unreadable, change the opacity of the overlay			
	If an opacity won't solve the readability problem, move the text with classes like option-align-right/left/center			
	<b>I don't have a better image to share:</b>			
	Look at their social media presence and look at imagery there			
	Look at imagery in the CMS that we have extracted from their website			
Go to <a href="https://www.pexels.com/">https://www.pexels.com/</a> and <a href="https://pixabay.com/">https://pixabay.com/</a> and look at stock photography for this vertical				
If any of the images are high-quality and better than the current hero image, replace it				
If the text is unreadable, change the opacity of the overlay				
If an opacity won't solve the readability problem, move the text with classes like option-align-right/left/center				
<b>Home Hero Text</b>	<b>Update hero text based on customer's preferences (select customer's preference from dropdown in cell to the right)</b>	--SELECT--		
	<b>I like the text, don't change it.</b>			
	N/A			
	<b>I have better text that I can share.</b>			
	Replace the text with the text provided by the customer			

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	<b>I don't have better text to share.</b>		
	Is the hero heading/subheading/CTA appropriate for this business?		
	If not, change the heading/subheading/CTA to make them appropriate for the business		
	<b>Contact CTA Section</b>		
	Does the hero image make sense for the business type?	--SELECT--	
	Did the customer provide images that would be better suited?	--SELECT--	
	If hero doesn't make sense for business type or customer provided images, replace the hero image with image provided by customer, an image from the CMS or a better stock image.		
	Is the hero heading/subheading/CTA appropriate for this business?	--SELECT--	
	If not, change the heading/subheading/CTA to make them appropriate for the business		
	<b>Other Hero Sections</b>		
	If multi page website, look at the hero title/subtitle and hero image on each page. Is it appropriate for this business and page type?		
	If hero title is not appropriate for the business or page type, update it		
	If hero subtitle is not appropriate for the business or page type, update it		
	If hero image is not appropriate for the business or page type, update it.		If the image is used elsewhere on the website and you only want to change it in one place, make sure to add/map a new media object instead of replacing the current image. Otherwise, if you replace the image in the media object that is currently mapped, it will update the image wherever that media object is used.
	<b>Remaining Sections</b>		
	<b>Review all of the sections on the website -- are all sections complete? (select 'yes' or 'no' from dropdown in cell to the right)</b>	--SELECT--	
	If you come across incomplete sections and the customer didn't request that you use placeholder content and didn't provide the content to complete them, remove them. Otherwise, complete them or leave the placeholder content if that's what the customer requested.		
	<b>Copy QA</b>		
	<b>Is this an individual's website, or is there a team? (select from dropdown in cell to the right)</b>	--SELECT--	
	If this is an individual's website, ensure that the website copy is appropriate for "I"		
	If there is a team, ensure that the website copy is appropriate for "We"		
	Fix any obvious typos or grammatical errors from the customer's original copy. Extra credit for improving the copy for headings/subheadings in the hero and intro sections.		
	Decrease the length of long testimonials. It is ok to connect two parts of a longer quote with "..."		
	For 2-column layouts with text and images, the length and width of the text and images look balanced		
	<b>Collection QA</b>		
	In each collection, each item has a photo, or none of them do.		
	In each collection, each item has a "Learn more" link, or none of them do.		
	In each collection, each description takes up a similar number of lines.		
	If the customer didn't provide content for the testimonial section, remove the placeholder content from the testimonial section. You can delete the whole testimonials section if there is no real content in it.		
	If the customer didn't provide content for the services section, remove the placeholder content from the services section.		
	All placeholder text is removed (e.g., placeholder photo captions in galleries, placeholder description text from services or products).		
	<b>UPDATE GLOBAL STYLE</b>		
	<b>Theme</b>		
	<b>Is the theme currently set to Minimal or did the customer request that you change the theme? (select "yes" or "no" to the right)</b>	--SELECT--	
	<b>If "yes:"</b>		
	Choose the most appropriate theme		
	<b>If "no:"</b>		
	The customer has selected it and you should not change it		
	<b>Color</b>		
	<b>Update the color variables based on customer's business/preferences (select customer's preference to the right)</b>	--SELECT--	
	<b>I like all of the colors. Don't change them:</b>		
	Confirm that all of the color variables are updated and used correctly on the website. For example, is all text visible on the website? Is the text on all buttons different than the button background?		
	<b>I want to choose new colors for my designer to use:</b>		
	Select a color scheme for this business using the color preferences specified by the customer.		
	Confirm that all of the color variables are updated and used correctly on the website. For example, is all text visible on the website? Is the text on all buttons different than the button background?		
	<b>Font</b>		
	<b>Update the font variables based on customer's business/preferences (select customer's preference to the right)</b>	--SELECT--	
	<b>I like all of the fonts. Don't change them:</b>		
	Confirm that all of the font variables are updated and used correctly on the website. For example, is all text formatted properly on the website? Is any text too big, too small or cut off?		
	<b>I want to choose new fonts for my designer to use:</b>		
	Select a font pairing for this business using the font preferences specified by the customer.		
	Confirm that all of the font variables are updated and used correctly on the website. For example, is all text formatted properly on the website? Is any text too big, too small or cut off?		
	<b>Alignment</b>		
	Review the alignment of each section and update as needed		

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	If you change the alignment at the section level, make sure the alignment of all components is consistent		
	If the alignment of a component is inconsistent, manually update the alignment for just that component via the advanced pane		
	Ensure that the nav, footer, and all sections have consistent alignment and widths		
	<b>Photo QA</b>		
	The hero image looks attractive on desktop/mobile/tablet, is not blurry on large monitors, and is relevant to the business. Avoid hero images that already include text.		
	The hero image has the appropriate overlay so that the logo, nav links, heading, and subheading contrast enough so everything is easy to see and read.		
	Fix any awkwardly cropped photos		
	<b>ADD SOME DELIGHT</b>		
	<b>If you have design time left, try spending 10 minutes on as many of these improvements as are applicable</b>		
	Add textured backgrounds to bland sections. You can create a text background quickly with a free background image generator at <a href="http://bg.siteorigin.com/">http://bg.siteorigin.com/</a> .		See this video for how to do this: <a href="https://CENSORED-LINK-TO-VIDEO">https://CENSORED-LINK-TO-VIDEO</a>
	Apply a filter to hero images to add visual interest and character using the image editor.		Here is an introduction to the image editing tool: <a href="https://CENSORED-LINK-TO-VIDEO">https://CENSORED-LINK-TO-VIDEO</a>
	Use a video as a background of the home hero.		See this video on where to find free stock videos, how to compress the video file and how to upload it to the website: <a href="https://CENSORED-LINK-TO-VIDEO">https://CENSORED-LINK-TO-VIDEO</a>
	<b>ADD SEO INFO &amp; QA WEBSITE</b>		
	<b>SEO Info</b>		
	Add the SEO information for the website by going to <i>Settings</i> --> <i>Search engines</i> . This information will appear in search engine results for the website. The title should be the name of the website, and the meta description should be a 1-2 sentence overview of the business that you can borrow from the website's about section.		
	<b>QA</b>		
	The nav links consistently link to only sections on the homepage or to only separate pages. A few exceptions can be for Contact link or CTA's like "Get a quote" which may merit their own pages for an otherwise single-page website.		
	Preview website in a new incognito window and check that all nav links, nav CTA, section CTAs, and inline links work. Fix any broken links.		
	All of the CTA buttons look consistent color-, font-, and capitalization-wise.		
	Paragraphs are broken up into 1-2 sentences paragraphs for easier skimming.		
	Re-read the section and pages headings to confirm that they generally make sense and match their nav links.		
	<b>Preview website on mobile and confirm the following:</b>		
	The navigation menu renders properly and nav CTA is visible (if applicable)		
	Footer alignment looks ok		
	Hero text is not cut off and hero height is ok		
	No text is cut off		
	Images look ok and are not cut off or cropped weirdly		
	All sections and pages look ok		
	Make sure the website looks good responsively on mobile and tablet views		
	If you end up taking longer than the estimated time to complete any section or integration in the cost estimation spreadsheet, fill in the ACTUAL TIME column for the appropriate section or integration.		
	Paste the following message to #design-feedback: <a href="https://link-to-staging.b12sites.com">https://link-to-staging.b12sites.com</a> . Don't wait for a design review: the Customer Success Manager will ultimately decide whether to send the website to the customer or to ask for more work.		
	<b>REFLECTION</b>		
	What took the longest amount of time?		Answer in less than a sentence
	What was the most frustrating part of the experience?		Answer in less than a sentence
	What do you wish you could continue to work on to make this website great?		Answer with a short list, and don't worry about grammar
	What was the easiest part?		Answer in less than a sentence