

Perfection can wait Revenue can't

Launch your high-quality website
in only 7 days,
start capturing leads,
and scale as you grow.

Website in a Week Content Guide eBook





Website in a Week

Your Pre-Work Content Guide

To build your beautiful Rocketspark website in just 7 working days, I need the 'raw materials' from you before I can make a start.

Think of this like building a house: I have the tools and the skills, but I need you to provide the timber and bricks!



GETTING READY - BRANDING

Website in a Week



1. The Visuals (Your Brand)

Logo and Branding

- **Your Logo:** Please provide the highest quality version you have.
- **Colours:** Do you have specific brand colours? If yes, please provide the Hex Codes (e.g., #F4B400). If not, send me a screenshot of a colour palette you love.
- **Fonts:** If you use specific fonts for your documents/signage, let me know your font names..

GETTING READY - PHOTOS

Website in a Week



2. The Visuals (Your Photos)

Photography

- **Hero Images:** I need 1–3 high-quality, landscape (horizontal) photos for the top banner/s of your pages. These need to be high resolution (at least 1920px wide).
- **Team Photos:** Friendly, professional headshots of you and your key staff. People buy from people!
- **Work/Product Photos:** Action shots of your team at work, or high-quality images of your products.
- **Stock Images:** If you don't have professional photos, please choose some stock images from sites like Unsplash.com or Pexels.com and send me the links.

Note: If you are struggling to obtain your photos, let me know, and I will insert placeholder images until your photos are available.

GETTING READY - WORDING

Website in a Week



3. Website Text (Written Content)

Don't stress about perfect grammar. I can tidy up typos. Your job is to focus on clearly getting your message across.

Home Page

- **The Hook:** In one sentence, what do you do and who is it for? (e.g., "Plumbing services for residential homes in the Waikato.")
- **3 Key Benefits:** Why should people choose you? (e.g., "24/7 Support," "Local Experts," "Guaranteed Workmanship.")
- **Call to Action:** Ideally, what is the ONE button you want people to click on? (e.g., "Get a Quote," "Book Now," "Call Now.")

Note: If you are struggling with your text, let me know, and I will insert AI-generated placeholder text until your actual wording is ready.

GETTING READY - WORDING

Website in a Week



3. Website Text (continued)

About Page

- **Your Story:** How did your business start?
- **Your Mission:** What do you care about?
- **Meet the Team:** Names and job titles for anyone featured in the photos.

Service/Products Page

(Maximum of 2 services or products)

- **Service or Product Name:** What is the service/product called?
- **Description:** A paragraph explaining what is included.
- **Pricing (optional):** Do you want to list your service/product prices, or say 'Price on Application'?

GETTING READY - WORDING

Website in a Week



3. Website Text (continued)

Testimonials, Gallery/Portfolio, or Blog Page

(Let me know which option you would like - maximum 1 option)

- **Testimonials:** Provide your client testimonials, along with a headshot of the client (if possible) or their company logo
- **Or, Gallery/Portfolio:** Provide clear, high-quality images, including image headings and subheadings, if required.
- **Or, Blog:** Provide text and one image for your first Blog post. Blog post instructions will be provided to you after your website is 'live'.

Contact Page

- Physical Address: (Do you want a Google Map displayed?)
- Phone Number
- Email Address
- Opening Hours

GETTING READY - DOMAIN AND SOCIALS

Website in a Week



4. The Techy Bits and Social Media

Domain Name

- Do you already own your domain (e.g., yourbusiness.co.nz)?
 - If Yes: Who is it registered with? (e.g., GoDaddy, CrazyDomains, etc?).
 - If No: Let me know, and I can help you register one via Rocketspark.

Social Links

- Please provide the links to your social media page/s
 - Facebook
 - Instagram
 - LinkedIn
 - Other

CHECKLIST

Website in a Week



5. Checklist

- Logo files
- Brand colours
- Photos (Hero, Team, Work)
- Text document (Word Doc)
- Contact details
- Domain details
- Social links

READY TO LAUNCH

Website in a Week

Pro Tips for Website Content

- **Keep it scannable:** People don't read websites; they scan them.
- **Focus on your customer:** Instead of saying "We have a truck," say "We come to you." Focus on how you solve their problems.
- **Done is better than perfect:** Remember, your website can easily be edited at any time - a sentence can be changed in seconds. Don't let writer's block delay the launch of your website!

Ready to launch?

Email your files to: marion@myvirtualassistant.co.nz

Note: Large files or image files can be sent via Google Drive or Dropbox.

Do You Need More Help?

If you have any questions or need clarification on any of the sections, please drop me an email:

marion@myvirtualassistant.co.nz





Hi! I'm Marion - your website wingwoman!

I've been a small business owner since 2009, so I understand the juggle.

Before that, I spent 26 years in the fast lane – travel industry, airlines, corporate roles supporting high-level executives - working with people from all walks of life, solving problems, and getting things done.

Those 26 years taught me how to communicate clearly, stay calm under pressure, and always deliver.

I've worn many hats: Executive Assistant, marketer, event organiser, interior design student, Virtual Assistant, and (of course) website wrangler!

This mix of skills helps me understand your world and build a website that truly reflects you and your business.

When you work with me, you're working with someone who gets you, knows how business works, and genuinely cares about helping your business shine.