

— FREE GUIDE FOR JERSEY BUSINESSES

What to get ready before your website is built

A checklist

The details, photos and decisions that make a website build quicker and simpler, and the things that can safely wait until later.

GETTING STARTED

What to get ready before your website is built: a checklist

The details, photos and decisions that make a website build quicker and simpler, and the things that can safely wait until later.

By Josh, Jersey Web · Updated 23 September 2026 · Read it online: jerseyweb.je/guides/what-to-prepare-before-your-website-build/

The fastest website builds are the ones where the business owner has the basics ready. None of it needs to be polished: notes on your phone are fine. The clearer your details, the fewer questions go back and forth, and the simpler the site is to build.

The essentials

- ✓ **Your business name**, exactly as you want it written.
- ✓ **One sentence on what you do and where**. For example: "Garden maintenance across St Brelade and St Peter."
- ✓ **Your services**, as a simple list. Add prices if you are happy to publish them.
- ✓ **Where you work**: the parishes you cover, or your address if customers come to you.
- ✓ **How to reach you**: phone, email, WhatsApp, and which one you would rather customers used.
- ✓ **Opening hours**, if you keep fixed hours.

Helpful, but not essential

- ✓ **Photos of your own work**. Phone photos are fine: take them in daylight, hold the phone steady, and send the originals rather than screenshots.
- ✓ **A Jersey setting**. If you need a supporting location image, our [free Jersey photo collection](#) includes original coast and harbour views, with recorded camera dates and verified Pexels download links where available. Use your own current photographs for your premises, products and team.
- ✓ **A logo**, if you have one. If not, a clear business name in a good typeface works well on a first site.
- ✓ **Two or three customer reviews**, with the customers' permission to quote them.
- ✓ **The questions customers always ask**. They make the best frequently asked questions section.
- ✓ **A few websites you like**, even from other trades, and what you like about them.

Decisions worth making early

- ✓ **Your domain name.** Choose it and register it in your own name. Our guide on [.je or .co.uk](#) helps you decide.
- ✓ **A professional email address**, such as hello@yourbusiness.je. It looks more established than a free address; see [email and domain setup](#).
- ✓ **A Google Business Profile.** It is free and often matters as much as the website for local searches; see our [local SEO guide](#).
- ✓ **What the website must do.** Get calls, take bookings, show your work or sell online: pick the one that matters most.

What a business website legally has to show

Most business websites need a privacy notice, clear business details and, if you use analytics or advertising cookies, a way for visitors to agree to them. Our guide to [Jersey website legal requirements](#) explains what applies to you.

What can wait

- ✓ A blog. Start one when you have something to say regularly.
- ✓ A long about page. A few honest lines about you are enough at launch.
- ✓ A big gallery. Add photos as you collect them.

Leaving these out keeps a first site small, which keeps the price down and gets you live sooner. Our builds start from £100, and a smaller site costs less than a larger one.

Want a checklist made for your business? The free [website planner](#) builds one from six quick questions, with the pages to include.

Got the basics ready?

Apply with a few details about your business. We confirm what is included and the price before you commit.

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