Knotlog Software - The Commissioning Checklist

Phase 1: The Hull (Technical Access)

Before we can lay the keel, we need the keys to the shipyard.

- ☐ **Domain Registrar Login:** (e.g., GoDaddy, Namecheap, Google) We need access to point your URL to the new site.
- ☐ **Existing Hosting Login:** (If applicable) To perform the migration or check existing space.
- ☐ **Third-Party Integrations:** Logins for booking software (FareHarbor, Peek), CRM, or Email Marketing (Mailchimp) that need to be "rigged" to the site.

Phase 2: The Provisions (Brand Assets)

A ship's appearance reflects the quality of its crew.

- ☐ **The Vector Logo:** High-resolution version of your logo (SVG or transparent PNG).
- ☐ **Color Palette:** Specific hex codes (e.g., #001f3f) if you have an established brand.
- ☐ **The Image Gallery:** 10–15 high-quality photos of your best work, your vessel, and your team.
  - *Pro-Tip: Photos of you/your team "in action" build more trust than stock photos.*

Phase 3: The Navigation (Content & Copy)

We need to know the heading before we set the throttle.

- ☐ **The "Elevator Pitch":** A 2-sentence hook that tells a visitor exactly what you do and why you're the best at it.
- ☐ **Service Breakdown:** A clear list of your offerings with 2–3 sentences describing each.
- ☐ **The About Section:** Your story. Why did you start this business? Mention your experience/licenses.
- ☐ **Contact Details:** Phone, email, physical address, and service area.

Phase 4: The Sea Trial (Inspiration)

Tell us what a "Seaworthy" site looks like to you.

- ☐ **Competitive Intel:** Links to 2 websites in your industry that you admire.
- ☐ **The "Storm" List:** One website or feature you absolutely dislike (so we can avoid it).