

ROUND 1 · HOMEPAGE

What we need from you.

The three homepage directions are built and passing every check. Everything in this document is a visible placeholder in that build, waiting on a real value. Tick them off as you go and send the lot back in one email.

01 Blocking

Nothing goes in front of a real visitor until these five are filled in. Each one appears in several places at once, so a single answer closes multiple gaps.



Why these are left blank rather than guessed. Real names, real numbers and real places end up in page copy, review quotes and structured data, where invented values read as claims about real people and real results. A visible `[placeholder]` is honest. A plausible fake is not.

☐	City and state <code>[City]</code> , <code>[ST]</code>	Hero, service areas, FAQ 4, footer and the PostalAddress schema. This one drives the entire local SEO axis, so nothing on that side can start without it.
☐	Phone number <code>[555-000-0000]</code>	Not surfaced as a button anywhere yet. Tell me whether you want a phone CTA at all. If yes it leads every paired CTA and the sticky mobile bar.
☐	Service-area cities <code>[City One]</code> to <code>[City Eight]</code>	Chips in the service area band, plus areaServed schema. Ship these in batches of three to five with real depth, never sixty at once.
☐	Founding year <code>[Year]</code>	Footer copyright, and the Est. line in Direction B's hero.
☐	Current booking window <code>[Q4]</code>	The Now booking line in the top bar.

STUDIO STATISTICS

Four numbers in the proof bar. The fourth is already true and needs nothing from you.

☐	Projects shipped	<code>[XX]+</code>
☐	Average lift in conversions	<code>[XX]%</code>
☐	Designers on the team	<code>[X]</code>
☐	WCAG 2.2 AA on every build	Already true, needs nothing

SOCIAL PROFILES

All four footer icons point nowhere right now.

-
- ☐ **Instagram** Also feeds sameAs in the Organization schema

 - ☐ **LinkedIn** How search engines tie the brand together across the web

 - ☐ **Dribbble** Currently pointing at a dead #

 - ☐ **Behance** Currently pointing at a dead #

02 Proof

The highest-value thing on the whole page. Six case studies unlock the quality gate for every industry and city page built later, so these are what let the site scale past the homepage.

CASE STUDIES

	CLIENT	SECTOR	SERVICE	RESULT	YOUR VALUE
☐	1 [Client One]	Home Services	Website Design	[XX]% more booked jobs	
☐	2 [Client Two]	SaaS	Product Design	[X.X]x trial signups	
☐	3 [Client Three]	E-commerce	Brand + Web	[XX]% higher AOV	
☐	4 [Client Four]	Restaurant Group	Brand Identity	[XX] locations rolled out	
☐	5 [Client Five]	Healthcare	Website Design	[XX]% faster load	
☐	6 [Client Six]	Real Estate	App Design	[XX]k monthly users	

Real names and real numbers, or leave the slot out. A case study with a vague result is worth less than five honest ones.

TESTIMONIALS

Three quotes with attribution. Each one has a different job, so do not collect three of the same kind.

☐	1	Quote 1	About the result . Numbers beat adjectives.
☐	2	Quote 2	About the process . Half your buyers are nervous about the process, not the price.
☐	3	Quote 3	From a different service line , so the page proves range and not just websites.

PRICING

Real ranges beat hiding the price. A hidden price is the single biggest leak on an agency site. These also appear in FAQ 1 and in the hero form's budget dropdown.

☐	Landing Page	from \$[X,XXX]
☐	Website Design	from \$[XX,XXX]
☐	Brand Identity	from \$[X,XXX]
☐	Design Retainer	from \$[X,XXX]/mo

03 The team

Five slots, roles already written. The cards currently build a monogram from the **role** rather than the name, so they look deliberate while the names are still blank.

	ROLE	FOCUS	NAME	HEADSHOT
☐	1 Founder & Creative Director	Brand systems, art direction		
☐	2 Lead Product Designer	App and SaaS, design systems		
☐	3 Brand Designer	Identity, packaging, print		
☐	4 UI Designer	Web design, motion, prototypes		
☐	5 Design Engineer	Front-end build, accessibility		

04 Decisions

These are not placeholders waiting on a value. They are choices only you can make, and each one changes the build.

☐ 1. Domain

Every canonical, OG tag and schema URL currently assumes **canvasandcurrent.com**. One constant to change if it is different.

☐ 2. Booking link

Every primary CTA points at **/contact/**. A calendar link (Cal.com, SavvyCal) converts noticeably better than a form for agency work. Say the word and it swaps in everywhere at once.

☐ 3. Footer agency credit

Left out on purpose. Canvas & Current is the studio here, so crediting another agency in its own footer would read oddly. Tell me if it should be there.

☐ 4. Share image

og.jpg is referenced but not built. Needs a designed 1200x630 card, which is what shows when anyone pastes a link into Slack, iMessage or LinkedIn.

☐ 5. Reply-time promise

The CTA band says a reply in **[X] hours**. Pick a number you will actually hit every time.

05 Sending it back

One email beats five. Everything above fits in a single message, and the whole set goes into the build in one pass.

THE FASTEST ROUTE

1. **Answer the five blocking items first.** They unblock the most pages for the least effort.
2. **Send the case studies even if they are rough.** A sentence and a number each is enough to start.
3. **Say which direction you want** (A Deep Water, B Chart, or C Riptide) or which parts of each.
4. **Flag anything you would rather not publish.** A real client who does not want to be named can still appear as a sector and a result.
5. **Attach the headshots and any logos** from clients who have approved being shown.

canvasandcurrent@gmail.com

WHAT HAPPENS NEXT

01	Direction locked	You pick one, or a hybrid. Anything from Direction C that you want kept gets pulled back to a level that fits the rest.
02	Content dropped in	Every placeholder above goes live in one pass, then the full verification sweep runs again.
03	Interior pages	Four service pages, about, team, process, pricing, contact and FAQ, all assembled off the approved homepage shell for pixel parity.
04	The scaling pages	Case studies, then industries, then cities, then the article clusters. None of these require touching the design system again.



One thing that is not waiting on you. The design system, the SEO architecture, the schema, the accessibility pass and the build pipeline are done and verified. Every item in this document is content, which means the only thing between here and a live site is a single email.