

Foundational Business

Resource Kit

A curated toolkit to help you manage,
grow, and protect your digital presence
— without hiring a full agency.

THE TTC AGENCY.COM

How to Use These Resources

This guide is not meant to be completed all at once.

Start with:

- Brand clarity
- Website readiness
- One marketing improvement
- Then return to this resource as needed.

Progress beats perfection.



I'm Taylor Smith

a web designer and digital strategist who helps mission-driven founders build systems that actually support their growth.

I created this resource to give you clarity, structure, and confidence — without needing a full agency engagement.

THE T T C AGENCY . COM

(START HERE)

Brand Foundations

Brand mission,
voice, values
Ideal audience
Visual identity
basics

"WHO AM I AND WHAT AM I BUILDING?"

PHASE 01:

Clarify Your Vision

BEFORE WE DESIGN, WE DEFINE.

- What is your offer or service?
- Who are you here to help?
- What problem are you solving?
- What makes your brand unique?

Goal: One sentence that explains what you do, who it's for, and why it matters.

PHASE 02

Gather Your Essentials

YOU'LL NEED THIS INFO TO BUILD YOUR
WEBSITE + BRAND.

- Business name
- Logo and brand colors (or we can help)
- Bio or About section
- Services or offer list
- High-quality photos (headshots, workspace, or stock)
- Testimonials or proof of concept (if available)
- Contact info + social links

Pro Tip: Use Google Drive or Notion to organize your files in one place.

PHASE 03

Create Your Brand Identity

THIS IS WHERE YOUR LOOK AND FEEL
COME TO LIFE.

- Define your brand personality (3 words: e.g., Bold, Welcoming, Strategic)
- Select a color palette and font style
- Choose a voice/tone (funny? professional? soulful?)

Need help? Our Branding Mini-Guide walks you through it step-by-step.

*How To Craft Your
Brand Voice*

Branding Mini-Guide

THE TTC AGENCY.COM

01.

Define Your Brand Core

YOUR BRAND STARTS WITH CLARITY, NOT
COLORS.
BEFORE ANYTHING VISUAL,

answer these:

- What do you do - and why does it matter?
- Who are you here to serve? (Get specific.)
- What transformation do you offer?
- What values guide how you show up?

Example:

*I help first-time entrepreneurs launch confidently
online by creating clean, strategy-backed websites
that convert.*

02.

Craft Your Brand Voice

YOUR VOICE IS HOW YOUR BRAND FEELS WHEN
SOMEONE READS OR

hears from you.

- Are you bold and direct or warm and conversational?
- Do you use slang, storytelling, or keep it strictly professional?

*Tip: Choose 3 words to guide your voice.
(e.g., Empowering. Clear. Magnetic.)*

02.

Clarify Your Visual Identity

YOUR VISUALS SHOULD BE CONSISTENT
ACROSS PLATFORMS - NOT JUST PRETTY,
but purposeful.

- Logo: Keep it simple, scalable, and legible
- Color Palette: Choose 3-5 brand colors
- Typography: Select 1-2 fonts (a headline and body font)
- Imagery: What type of photos or graphics reflect your brand vibe?

Pro Tip: Canva has brand kits where you can save your colors, fonts, and logos in one place.

04.

Build Brand Consistency

HERE'S WHERE IT ALL COMES

together:

- Use the same logo, fonts, and colors everywhere -website, IG, email, etc.
- Create template graphics for social and marketing content
- Repeat your mission + key messaging often so people remember what you stand for

Consistency builds trust. Repetition builds recognition.

05.

Use These Free Tools

HERE ARE SOME TOOLS TO HELP YOU BUILD
WITH CLARITY

and style:

- [Colors.co](#) - to create a color palette
- [Canva](#) - to design branded graphics
- [Fontpair.co](#) - to match beautiful Google fonts
- [Notion](#) or [Google Docs](#) - to organize your brand assets
- [Unsplash](#) or [Pexels](#) - for high-quality, free imagery

Website structure

Wix Setup Basics

"IS MY SITE SET UP TO ACTUALLY WORK FOR ME?"

Making Sure Your Site Actually Works for You

NOW THAT YOUR BRAND FOUNDATION IS
CLEAR, IT'S TIME TO FOCUS ON WHERE YOU

show up online.

- Your website isn't just a digital business card — it's a working system.
- When set up correctly, it should support your goals, guide visitors clearly, and make it easy for people to take action.

This section helps you assess whether your website is truly ready to do that.

01.

Start With Structure (Before Design)

BEFORE COLORS, FONTS, OR ANIMATIONS, YOUR
WEBSITE NEEDS A

clear structure.

At a minimum, your site should answer three
questions within the first few seconds:

- Who is this for?
- What do you offer?
- What should I do next?

02.

Core Pages Most Businesses Need

- Home – Clear value + direction
- About – Your story, mission, and credibility
- Services / Offerings – What you do and who it's for
- Contact – How to reach you or work with you
- Optional (but helpful as you grow):
- FAQ
- Blog or resources
- Portfolio or case studies

If your navigation feels crowded or confusing, simplify. Fewer pages with clear purpose beats more pages with unclear messaging.

03.

Wix Setup Basics

(THE NON-NEGOTIABLES)
YOUR SITE CAN LOOK GREAT AND STILL NOT
FUNCTION WELL IF THE BASICS

aren't handled.

Make sure you've addressed the following:

- Domain & Plan
- Your domain is connected correctly
- Your site is on an active plan (not in preview mode)
- SEO Basics
- Page titles and descriptions are filled in
- Your business name and services are clear in headings

04.

Wix Setup Basics

(Continued)

- Images have alt text (this supports accessibility and SEO)
- Forms & Automations
- Contact forms actually send notifications
- Confirmation emails are set up (even simple ones)
- Submissions are stored where you can easily access them

Think of this as the “plumbing” of your site — not glamorous, but essential.

Website Pre-launch

Design, mobile,
accessibility
Pre-launch
considerations

"IS MY SITE SET UP TO ACTUALLY WORK FOR ME?"

01

Prepare to Launch

POLISH THE DETAILS AND GET READY
TO GO LIVE.

- Final edits and copy polish
- Connect your domain name
- Set up your email list or lead capture
- Add Google Analytics + SEO basics
- Test all buttons, links, and forms
- Schedule launch content (social posts, emails, etc.)

Design, Mobile & Accessibility Checks

A GOOD WEBSITE WORKS FOR REAL PEOPLE ON

real devices.

Design clarity:

- Text is easy to read (size + contrast)
- Buttons stand out and are clearly labeled
- Pages aren't overcrowded

Mobile responsiveness:

- Check your site on your phone
- Buttons are easy to tap
- Text doesn't require zooming
- Images resize properly

Design, Mobile & Accessibility Checks

Continued

Accessibility basics:

- Clear headings (H1, H2, etc.)
- Descriptive link text (not "click here")
- Alt text for images
- Enough contrast between text and background

Accessibility isn't just compliance — it's care.

Pre-Launch Readiness (Or Relaunch Check)

BEFORE YOU SHARE YOUR SITE PUBLICLY — OR
RE-SHARE IT — DO A

final walkthrough.

Ask yourself:

- Is the messaging clear on every page?
- Can someone contact me without confusion?
- Does every button lead somewhere intentional?
- Are there placeholders, broken links, or outdated text?

If possible:

- Ask one trusted person to review your site
- Watch where they hesitate or get confused
- Adjust accordingly

You don't need perfection — you need clarity.

05

Go Live + Promote

IT'S TIME TO SHARE YOUR WORK
WITH THE WORLD!

- Announce your launch on Instagram, LinkedIn, or email
- Offer a limited-time promo or freebie
- Ask a few people to share
- Celebrate your win — this is big!

Done is better than perfect. You can always refine as you grow.

A Gentle Reminder

Your website doesn't need to do everything right now.

It needs to:

- Represent you accurately
- Guide visitors clearly
- Support your current goals
- You can evolve it as you grow.



Quick Check-In

If you answered “not yet” to any part of this section, that’s okay. This guide is here to help you spot gaps — not judge progress.

Once your site feels structurally sound, you’re ready to move into auditing, maintenance, and growth with confidence.

Post-launch

Website Audit Checklist

I'M READY!

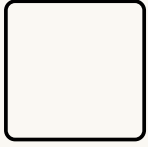
Make Sure Your Website Is Working For You

— NOT AGAINST YOU.

BEFORE THE NEW YEAR ROLLS IN, TAKE 20-30
MINUTES TO WALK THROUGH THIS QUICK AUDIT.

*Whether you're launching soon or maintaining
momentum, this checklist will help you assess what's
working, what needs a refresh, and what's holding
your website back.*

you get this



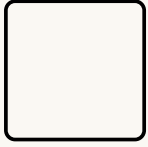
01.

Mobile Optimization

OVER 60% OF YOUR VISITORS ARE BROWSING
ON THEIR PHONES.

- Is your site fully responsive on mobile?
- Do buttons and forms work correctly on small screens?
- Is the text legible without zooming in?

*Quick Tip: Open your site on a phone and scroll like
a first-time visitor.*



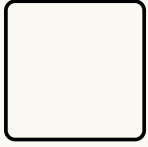
02

Page Load Speed

A SLOW SITE = LOST VISITORS (AND CONVERSIONS).

- Test your site with PageSpeed Insights or GTmetrix
- Are images optimized and not oversized?
- Are unnecessary animations slowing things down?

Goal: Load time under 3 seconds.

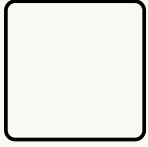


03

Clear Calls to Action (CTAs)

EVERY PAGE SHOULD GUIDE YOUR VISITOR TOWARD ONE
CLEAR ACTION.

- Do your CTAs stand out visually?
- Are they consistent (e.g., "Book Now," "Donate," "Join the Waitlist")?
- Do all CTA buttons and links work properly?

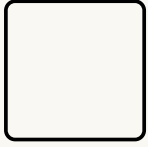


04

Outdated Info

OLD INFO = LOST TRUST.

- Check your copyright year, bio, pricing, and services.
- Are event dates, testimonials, and portfolio pieces current?
- Update any seasonal content that's no longer relevant.

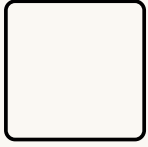


05

Copy & Messaging

YOUR WORDS SHOULD FEEL ALIGNED WITH WHERE YOUR
BRAND IS NOW.

- Does your homepage clearly state who you are and what you do?
- Is your brand voice consistent throughout the site?
- Does your copy speak to your dream client's current needs?

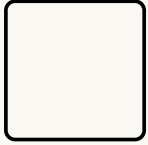


06

Brand Consistency

CONSISTENCY BUILDS TRUST AND RECOGNITION.

- Are your fonts, colors, and imagery cohesive across the site?
- Do visuals match your brand's current look and feel?
- Are logos and icons updated?

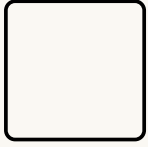


07

SEO Basics

MAKE SURE YOUR SITE CAN BE FOUND ONLINE.

- Does each page have a unique title + meta description?
- Are keywords naturally integrated into page content and headings?
- Are images labeled with descriptive alt text?

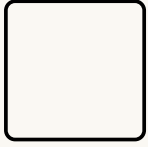


08

Accessibility Check

INCLUSIVE WEBSITES SERVE MORE PEOPLE
(AND PERFORM BETTER).

- Is there sufficient color contrast between text and background?
- Can users tab through the site using a keyboard?
- Are all images and buttons labeled for screen readers?

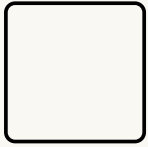


09

Analytics & Tracking

DATA HELPS YOU MAKE SMARTER DECISIONS.

- Is Google Analytics (or Wix Analytics) set up correctly?
- Are you tracking conversions (e.g., form submissions, bookings)?
- Review your top-performing pages and traffic sources.



10

Functional Forms & Integrations

A FORM THAT DOESN'T WORK = A LEAD YOU'LL NEVER GET.

- Test all forms and check that submissions are received
- Confirm automations (thank-you emails, CRM tags, etc.) are working
- Ensure third-party tools (email marketing, bookings, payments) are still connected

Done? Now What?

IF YOU CHECKED OFF ALL 10 — AMAZING! YOUR SITE IS
PRIMED FOR PURPOSE.
IF NOT, DON'T WORRY — CHOOSE 1-2 FOCUS AREAS AND
TACKLE THEM WEEKLY. SMALL UPDATES CAN LEAD TO

big wins.

*Fix things yourself—
without panic*

Website Management & DIY Support

For when you want to fix things yourself— without panic

USE THESE RESOURCES TO MAINTAIN, UPDATE,
AND TROUBLESHOOT YOUR SITE BETWEEN
CHECK-INS OR PROJECTS.

Wix Help Center & Tutorials

- Search first. Most common issues (layouts, forms, mobile fixes, SEO basics) already have step-by-step answers.

Wix Editor & Dashboard Walkthroughs

- Get comfortable navigating your dashboard — knowing where things live reduces frustration.

YouTube How-To Videos

- Watching someone fix the issue you're facing can be faster than reading instructions.
- Test Changes in Small Steps
- Make one update at a time so you can easily undo changes if needed.

Save Before You Edit

- Use site history and backups when available — this gives you freedom to experiment safely.

Know When to Pause

- If something feels bigger than expected, step away and seek support instead of forcing a fix.

Gentle Reminder

You don't need to be an expert to manage your website — you just need patience, curiosity, and the right resources.

*Marketing & Launch
Essentials*

Email marketing
Social media
Google
Business
Launch prep.

"HOW DO I GET THIS IN FRONT OF PEOPLE?"

01.

Start With One Clear Message

BEFORE POSTING OR PROMOTING ANYTHING,
MAKE SURE YOU CAN ANSWER:

- What do I offer?
- Who is it for?
- What problem does it solve?

This message should be consistent across:

- Your website homepage
- Social media bios
- Email signatures
- Launch announcements

Clarity builds trust faster than frequency.

02.

Choose One Primary Platform

YOU DON'T NEED TO BE EVERYWHERE.

Pick one platform to focus on at launch:

- LinkedIn (great for services and thought leadership)
- Instagram (great for visual brands and storytelling)
- Email (great for deeper connection)

Consistency on one platform is more effective than scattered effort across many.

03.

Set Up Simple Email Capture

EMAIL ALLOWS YOU TO STAY CONNECTED
BEYOND ALGORITHMS.

At a minimum:

- Add one signup form to your website
- Offer something useful (updates, insights, or resources)
- Send emails consistently — even once a month counts

Your list doesn't need to be big to be valuable.

04.

Prepare Your Launch Basics

Before you share your site publicly, double-check:

- Contact forms work
- Links and buttons lead somewhere intentional
- Mobile view looks clean
- Messaging reflects your current offer

A soft launch (sharing with a small group first) is always okay.

05.

Launch, Then Learn

Your launch is not a final exam — it's feedback.

After you launch:

- Notice what people respond to
- Pay attention to questions you receive
- Make small adjustments over time

Progress comes from iteration, not perfection.

Gentle Reminder

You don't need a "big moment" to launch. You just need clarity, consistency, and permission to begin.

*Branding & Ongoing
Strategy*

Building
consistency,
clarity, and
momentum over
time.

Branding & Ongoing Strategy

BRANDING ISN'T SOMETHING YOU "FINISH."
IT'S SOMETHING YOU MAINTAIN, REFINE, AND ALIGN AS YOUR
BUSINESS GROWS.

ONCE YOUR WEBSITE IS LIVE AND YOUR MARKETING IS IN
MOTION, ONGOING STRATEGY HELPS ENSURE EVERYTHING
CONTINUES TO WORK TOGETHER — YOUR MESSAGE, YOUR
VISUALS, YOUR SYSTEMS,

and your goals.

BRANDING IS

More Than *Visuals*

1. Your brand lives in:

- How clearly you communicate
- How consistent your messaging feels
- How easy it is for people to understand what you do
- How confident you feel showing up

Logos and colors matter — but clarity matters more.

If you ever feel like you're "starting over" with your brand, that's usually a strategy gap, not a creativity issue.

2. Consistency Builds Trust

Strong brands don't change direction every week.

They:

- Repeat their core message
- Refine what works
- Let go of what doesn't
- Stay recognizable over time

Consistency doesn't mean staying the same forever — it means evolving intentionally.

3. Strategy Is a Check-In, Not a Crisis Response

Ongoing strategy helps you:

- Adjust your website as your offers grow
- Align your brand with new goals
- Clean up systems before they feel overwhelming
- Make decisions based on clarity, not urgency

This is the difference between reacting and leading.

4. When to Bring in Support

You might benefit from strategic support if:

- Your brand feels unclear or scattered
- Your website no longer reflects where you're headed
- You've outgrown your current systems
- You want guidance without committing to a full rebuild

Sometimes a focused strategy session is more valuable than another tool or template.

*Routine Website
Maintenance*

Checklist

*Steps to keep your
website fresh*

REGULAR UPDATES THAT

Keep your website Fresh

and running smoothly

- Regular Updates**
Ensure all software, including the content management system and plugins, are up-to-date to protect against vulnerabilities and improve functionality.
- Backup Data**
Schedule regular backups of your website to prevent data loss. Keep backups stored securely and test them periodically to ensure they can be restored if needed.
- Check for Broken Links**
Use tools to identify and fix any broken links, improving user experience and search engine rankings.
- Optimize Images**
Reduce image sizes without compromising quality to enhance loading times and overall site performance.
- Review Analytics**
Regularly review website analytics to understand user behavior and identify areas for improvement.
- Monitor Site Speed**
Use tools to measure site loading times and make necessary adjustments to optimize speed.
- Test Forms and Checkout Processes**
Ensure all forms and e-commerce functionalities work smoothly and efficiently
- Update Content**
Regularly refresh content to keep it relevant and engaging for your audience.
Security Checks
- Security Checks**
Implement and update security measures, such as SSL certificates and firewalls, to protect against cyber threats.
- Mobile Optimization**
Ensure the website is fully responsive and performs well on all mobile devices.

MOST COMMON

pain points

for websites

Slow Loading Times

Users often get frustrated if a website takes too long to load, leading to potential loss of traffic and engagement.

Complex Navigation

A confusing or cluttered navigation system can make it difficult for users to find the information they need quickly.

Lack of Mobile Optimization

With more users accessing websites from mobile devices, a site that isn't mobile-friendly can deter potential visitors.

Outdated Design

An old-fashioned or unattractive design can diminish user trust and make your website appear less credible.

Poor Content Quality

Users desire relevant, high-quality content that is engaging and informative. A lack of this can lead to disinterest.

Limited Interactivity

Visitors often look for interactive elements like comments sections, forums, or live chat to engage with content and the community.

Inadequate Customer Support

Users expect quick and efficient support options, such as chatbots or clear contact information, to resolve their queries.

Security Concerns

Ensuring user data is protected and visibly secure (e.g., SSL certificates) is crucial for building trust.

Lack of Personalization

Users appreciate a personalized experience that caters to their preferences and past interactions.

Unclear Calls to Action

It's essential for users to understand what actions they should take next, whether it's signing up for a newsletter or making a purchase.

By tackling these pain points, you can ensure a professional, efficient, and secure online presence that enhances your business marketing initiatives.

TTCAgency



*BONUS: Scaling &
Advanced Resources*

Scaling cheat
sheet
Advanced tools
(Optional)

"WHAT'S NEXT WHEN I'M READY TO GROW?"

STRATEGIES TO EXPAND

Expand *Your Business*

Regular Updates

Evaluate Current Operations:

Analyze your existing processes to identify bottlenecks and inefficiencies. Streamline operations to improve productivity and reduce costs.

Invest in Technology:

Implement scalable technology solutions, such as cloud computing and automation software, to enhance operational efficiency and allow for seamless expansion.

Build a Strong Team:

Hire talented individuals who align with your company's vision and culture. Invest in training and development to empower your team and foster innovation.

Strengthen Customer Relationships:

Focus on delivering exceptional customer service to build loyalty and encourage word-of-mouth referrals. Use CRM systems to manage and enhance customer interactions.

Expand Your Market Reach:

Explore new markets and customer segments. Consider partnerships, collaborations, and strategic alliances to broaden your reach.

Diversify Your Product/Service Offerings:

Introduce new products or services that complement your existing offerings to attract a wider audience and increase revenue streams.

Monitor Financial Health:

Keep a close eye on cash flow, expenses, and profit margins. Ensure you have access to sufficient funding to support growth initiatives.

Enhance Brand Visibility:

Invest in marketing strategies that increase brand awareness and attract new customers. Use social media, content marketing, and digital advertising effectively.

Set Clear Objectives:

Define clear, measurable goals for your scaling efforts. Regularly review progress and adjust strategies as needed to stay on track.

Embrace a Growth Mindset:

Cultivate an organizational culture that values innovation, adaptability, and continuous improvement. Encourage team members to share ideas and take calculated risks.

By following this checklist, you can maintain a professional, efficient, and secure online presence that supports your business marketing efforts.

TTC Agency

FROM STRATEGIES TO

Expand

Your Business Course

Scaling Cheat Sheet

When You're Ready to Grow

Automate & Delegate



- Outsource repetitive tasks
- Use automation tools
- Focus on what moves the needle

Streamline Offerings



- Refine your core services
- Package into scalable offers
- Cut what's not profitable

Expand Your Reach



- Grow your email list
- Leverage partnerships
- Explore new channels

Know Your Numbers



- Track key metrics
- Review profit margins
- Plan for sustainable growth

Remember: Scale at Your Pace

Solid systems beat quick leaps.



Last Note From Me

This guide was created to help you build confidently on your own.

And when you're ready for deeper clarity, refinement, or direction — that's the work I do every day.

Whether it's a focused strategy session or a full digital refresh, the goal is always the same: helping your brand work with you, not against you.

Taylor