

Client Discovery Checklist

OMK ClientFlow · omkclientflow.com · hello@omkclientflow.com

Completed with every client before development begins.

Brand Assets

- ☐ Final logo files received (PNG + SVG, transparent background)
- ☐ Exact brand colors confirmed (HEX codes)
- ☐ Preferred fonts confirmed (or OMK to recommend)
- ☐ Approved photos / imagery supplied (high resolution)
- ☐ Brand guidelines or style references shared (if available)

Content & Copy

- ☐ Final copy approved for every page
- ☐ Headlines and calls to action confirmed
- ☐ Business details verified (address, phone, email, hours)
- ☐ Social media links supplied
- ☐ Testimonials / reviews approved for publication

Scope & Structure

- ☐ Page structure and sitemap agreed
- ☐ Package tier confirmed (Starter / Growth / Premium)
- ☐ Add-ons confirmed (chatbot, email setup, logo design)
- ☐ Integrations confirmed (booking, payments, forms)
- ☐ Domain and email accounts identified

Sign-Off

- ☐ Revision policy reviewed and understood
- ☐ Timeline and launch target agreed
- ☐ Deposit invoice paid
- ☐ Primary point of contact named for approvals
- ☐ Written approval to begin development