

Website Checklist

"Websites promote you 24/7: No employee will do that." — Paul Cookson

WEBSITE OVERVIEW

- Do you know what you hope to achieve with your web site?
- Do you know your target audience?
- Do you know what website features your target audience would enjoy / appreciate?
- Do you know what devices your website visitors will be using?
- Do you know what you expect your website visitors to do on your web site?
- Do you know what you expect your website visitors to do after visiting your web site?

WEBSITE ELEMENTS

- Do you have all your text ready for the website?
- Do you know what keywords & short phrases people will use to find you on the internet?
- Do you have photos and images ready for the website?
- Do you have any videos, sound, Pdfs, or other items, ready for the website?
- Do you have an existing brand style?
- Do you have a colour scheme idea for your website?
- Do you have fonts / typeface ideas for your website?
- Do you have social media pages ready to link to your website?
- Do you have a newsletter for website visitors?
- Do you have a blog for website visitors?

WEBSITE SET-UP & MAINTANENCE

- Do you have a sitemap for your website?
- Do you have Page Titles for your website?
- Do you have a short description ready for each of your pages?
- Do you have at someone to check, proof, test, your website?
- Do you have a domain name?
- Do you have a preferred host?
- Do you have a target budget for the design/development of your website?
- Do you have a target budget for the maintenance of your website?

WEBSITE MARKETING

- Do you have a plan for how to promote and market your website?
- Do you have a target budget for the promotion & marketing of your website?
- Do you have a target date for your website to be completed and online?

"Make it simple. Make it memorable. Make it inviting to look at." — Leo Burnett