

# Website checklist



## 1 Identify Website Needs

- Identify Your Audience ([free worksheet](#))
- Create Site Navigation, Provide Structure
- Collect your brand assets (logo, etc.)
- Describe your brand style to be used
- Gather content to be included:
  - "About" description
  - Product/Service descriptions
  - Product/Service/Company Images
  - Blog posts
  - Lead Magnet & Landing Page text
- Create a wireframe (blueprint)

## 2 Buy Website Basics

- Domain Name (URL) ([example](#))
- Hosting ([example](#))
- Website Builder ([example](#))
- SSL Certificates
- Privacy Policy ([example](#))
- Hire a web designer (optional)
- Get a Theme or Template (optional)

## 3 Build Website

- Install Your Theme (optional)
- Set Your Appearance Settings
- Create Your "Home" page
  - Clear introduction
  - Logo, favicon, and header
  - Call-to-Action (e.g. "book a call")
  - Link to blog & "About" (optional)
  - Newsletter signup form (optional)
  - Privacy Policy & GDPR opt-in
- Create Sub-Pages (optional)

## 4 Test Website

- Desktop Website Readiness
- Mobile Website Readiness

## 5 Market & Improve

- Add Plugins
  - Calendar / [Booking](#) Plugins
  - SEO Plugins ([recommended](#))
  - Performance & Security Plugins
  - CRM Plugins ([recommended](#))
  - Live Chat Plugin ([example](#))
- Create Marketing Plan
  - Identify partner channels
  - Plan weekly/monthly outreach
  - Create content plan
- Create Optimization Strategy

**Need more detail?**

[Read the matching article here.](#)

