

Your Website Checklist

Putting together a website can often be frustrating if you don't understand the process and what your part in it is. This checklist will give you a better understand of the process.

- Decide on a domain name and purchase it.
- Color scheme. The color scheme you have chosen as part of your branding development should be used on your website as well. Be aware that screen colors often do not match print out colors.
- Messaging. This is where the mission, vision and value statements come into play. What is it that you want people to know about you?
- Content—who is going to write it?
- How many pages and tabs (home, products, about, contact) will be included?
- SEO: search engine optimization (SEO)—the words that someone would use to organically find your business online) and analytics (tells you who is visiting your site, how long they stay on it, etc.) Google Analytics can easily be incorporated into your website and provides monthly reports
- Title tags / Descriptive tags. The title tag shows up at top of your browser and the descriptive describes your business when people search for it online.
- Strong headlines using your company name and keywords. These are H1 tags and are important to how search engines see your site.
- Contact information—your company name and logo should be on the upper left and your company phone number on the upper right.
- Company background.
- Products or services.
- Calls to action.
- Testimonials.
- E-commerce shopping cart, if applicable
- Optional: Tips, special offers, videos