



Looking to build a kickass website for your business?

But unsure where to start?

Want to build a new website for your own business? Unsure where to start or what to prioritise? We've put together this 27-point checklist to make your website design and development project easier!



PRE-LAUNCH CHECKLIST

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|--|--|
| <input type="checkbox"/> Understand your goals | <input type="checkbox"/> Create site pages and features |
| <input type="checkbox"/> Pick your CMS platform | <input type="checkbox"/> Develop your Marketing Offer |
| <input type="checkbox"/> Know your audience | <input type="checkbox"/> Understand your Value Proposition |
| <input type="checkbox"/> Create your conversion path | <input type="checkbox"/> Develop your SEO strategy |

HERE ARE SOME QUESTIONS TO CONSIDER

- What is the goal of your website? Do you need your audience to submit their info on the contact form? Subscribe to your Newsletter? Buy a product from the website? Do you want to prioritise contact form submissions?
- What colours or imagery will you use?
- What functionalities or feature would you like to see on the website? Videos, maybe? Or parallax scrolling effect?

WEBSITE DEVELOPMENT CHECKLIST

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|--|---|
| <input type="checkbox"/> Make sure it's mobile-responsive | <input type="checkbox"/> Write compelling content |
| <input type="checkbox"/> Sort social links | <input type="checkbox"/> Choose the correct colour scheme |
| <input type="checkbox"/> Deploy on-page SEO strategy | <input type="checkbox"/> Check your links |
| <input type="checkbox"/> Selling online? Test the product order flow | <input type="checkbox"/> Test your contact forms |
| <input type="checkbox"/> Make sure images are optimised | <input type="checkbox"/> Deploy your tracking links; i.e. Analytics or Facebook Pixel |

HERE ARE SOME QUESTIONS TO CONSIDER

- Are all necessary forms present? Are the correct call-to-actions present in the website?
- Are all your pages compatible across all screens and resolutions?
- Are all your images, videos or files optimised and working properly across all screens and resolutions?
- Are all your internal links working properly?
- Is your company logo linked to the homepage?



POST-LAUNCH CHECKLIST

- | | |
|---|--|
| <input type="checkbox"/> Test your website for user experience | <input type="checkbox"/> Make sure page speed is optimised |
| <input type="checkbox"/> Test that all forms are working properly | <input type="checkbox"/> Check your on-page SEO |
| <input type="checkbox"/> Check that all integrations are running smoothly | <input type="checkbox"/> Connect your site to Google Console |
| <input type="checkbox"/> Make sure your site is secure | <input type="checkbox"/> Make a backup copy of the site |
| <input type="checkbox"/> Sort 301 redirects | |

HERE ARE SOME QUESTIONS TO CONSIDER

- Are thank you pages or text displays appearing properly after a form is submitted?
- Is your site speed optimised and up to standards?
- Is your site authenticated by a Secure Sockets Layer (SSL) certificate?
- Are meta titles, descriptions etc. all set up for each of your pages?

Don't stop me now...

Building websites can be fun and exciting but we also know the process can cause a lot of headaches and stress! We hope this checklist has inspired and given you all you need to know to get your website design project started. Once you're done with your website development, don't let it just sit there - keep going! Keep on analysing and testing your pages to make your website profitable.

If you wanna have a good site, just give me a call!

We're here to help you every step of the way so if you want to know more about building websites, feel free to email us at jason@jmmarketing.co.nz.

