



WEBSITE DESIGN

checklist

PURPOSE OF YOUR SITE + ESSENTIAL FEATURES

- Determine main purpose of your site:
 - sell products
 - showcase portfolio
 - provide information
- Identify the necessary pages
- Identify functionalities (book a call, schedule a session, sell something, see calendar, _____)
- Determine what integrations you'll need
- Create a site map

TARGET AUDIENCE & CONTENT

- Determine demographic and psychographic characteristic of your audience to tailor your content
- Determine what type of content you'll be including: blogs, videos, quizzes
- Write copy for the essential pages: home, about, services, contact

TECH + LAUNCHING

- Choose and register the domain name
- Select a hosting provider
- Install Wordpress or another building platform
- Create branding elements: logo, colors, fonts
- Set up back-end -structure, menus, etc
- Design + publish pages & posts
- Test website functionality, loading speed, user experience, and compatibility across different devices and browsers

TRAFFIC + CONVERSION

- Install Google Analytics
- Set up basic SEO
- Optimize images and graphics for faster loading
- Set up Content Calendar
- Design and publish landing pages to promote specific products + services

