

Website Design Checklist

Filling out your own checklist is the best way to answer this question. Because if you want a website that reflects your brand, clearly articulates what your business does, and is built to be a part of your marketing machine, you must consider all the elements that go into it.

Clearly articulate the main goal of your site.

If you've read my post, "How Much Does Website Design Cost?" you know how important it is to list your primary goals for designing a new site or redesigning your current site. (You can come back to this after answering the other questions on this worksheet.)

List all the components that will be a part of this site design.

Below are 10 components to consider when designing a website. Analyze each before starting anything.

Logo and branding development.

Do you need logo and branding development? If so, this should be part of the process. If so, detail what you are looking for, even if it's as simple as a basic logo refresh.

Brand positioning.

By positioning, I mean a short, descriptive statement that clearly articulates your brand, what makes it unique, and who your customers are. If you feel you need this, take a look at my "Brand Positioning Worksheet" or read this post and write out an initial statement here.

Website Design Checklist (cont.)

Content.

Copywriting is an essential part of a new website design. Ideally you should start the copywriting process with any site design. Detail what you are looking for below.

Site structure.

How many pages will your website need? What about navigation? What pages will be top-level and what is the best way to get a viewer from one page to the next? List a few details below and/or sketch out a map on a separate sheet.

Photography and/or Illustration.

Think about the type of photography (or maybe even illustration) you will need and detail it below.

Design and functionality.

Think about the visual design of your home page, secondary pages, headers, fonts, colors, opt-in boxes, social media icons, page footers. What are you looking for? What happens when a prospect lands on your home page? Is there an opt-in box asking for an email signup? Will your contact page have a detailed contact form? Etc.?

Website Design Checklist (cont.)

Blogging and Social Media.

If you want to include content marketing as part of the process, you need to include blog functionality and social media integration, and work with someone to help plan this all out or at least help you get started with an integrated marketing approach. And make sure there is someone at your company who can manage, and preferably, contribute to this process. Write out those goals here.

Hosting and Search Engine Optimization (SEO).

Do you want to keep the current hosting plan or migrate to another? SEO should always be part of the process, so think about some keywords you would like to include to help searchers find you.

Basic checklist.

Run through your list again and check what you will need.

- Logo and branding development.
- Brand positioning.
- Content/copywriting.
- Photography and/or Illustration.
- Will blogging be included?
- Will social media integration be a part of the process?
- Search Engine Optimization (SEO). Do you need more advanced SEO help?
- Content management system. Do you want to manage the site after it is launched?
- Training. Will you need training and documentation?
- Do you need other items like a style guide, and business card and letterhead design?
- Will you need ongoing marketing/blogging support after the site is launched?
- Will you need ongoing site technical support?

