



WEBSITE DESIGN — Checklist —

the
Marketing Boutique

1. CONDUCT A DISCOVERY SESSION

Determine the purpose of the site, who will be managing it, how often will it need to be updated, etc.

2. DETERMINE YOUR DESIGN

Come up with 2 - 3 unique concepts and pull what you like from each one to make the final design.

3. START PROGRAMMING

Review the progress on a staging site so you can monitor and make necessary changes as you go.

4. CREATE OR UPDATE YOUR CONTENT

Don't forget to incorporate keywords to attract the right audience, internal and external links, call-to-actions and images.

5. OPTIMIZE YOUR SITE FOR SEARCH ENGINES

Create keyword-rich page titles, meta descriptions, alt tags image tags, graphs and videos.

6. INSTALL ANALYTICS.

Google Analytics is incredibly easy to install and use for monitoring your site. Plus, it's free.

7. UPDATE YOUR REDIRECTS

If you have an existing site, this is very important to ensure visitors are directed to your new site seamlessly and the historical data transfers to your new site.

8. TEST, TEST AND TEST AGAIN

Pay attention to the user experience, spelling/grammar, check to make sure all links, videos and forms are functional.

9. LAUNCH!

Switch your old website to your new one after hours and at the beginning of the week. It is recommended you do a soft launch to make sure everything is working before announcing the new site.

10. PROMOTE

Highlight what's unique about your new site and what new exciting features visitors can look for.