

Website setup checklist

Use this checklist to plan and then set up your new website.

Part 1: Aims and Objectives

Use the spaces below to answer the questions:

1. What is the main goal of your site?

e.g. to get people on to your mailing list, to convert visitors into buyers...

2. Who are your customers?

e.g. coffee lovers who want to make great coffee at home, women expecting their first child...

3. How many different products will you be selling? What will they be?

Part 1: Aims and Objectives (cont'd)

4. What will the design be?

e.g. the main colours (pink, purple and grey) or the theme (cool, professional, business-like)

Try design-seeds.com or www.colourlovers.com for inspiration

5. How will you promote your website?

e.g. social media, search engine optimization, Facebook advertising...

6. Which types of content will your site contain?

e.g. product descriptions, 'How to' tutorials, demonstration videos, behind-the-scenes news...

Part 2: Features of your website <i>Not all of the features below are essential, so please cross off any that you have decided not to use right now.</i>	Planning completed (tick)	Feature completed (tick)
1. Domain name <i>e.g. www.mywebsite.com . Which domain name would you like? Is it available? Have you already bought it?</i>		
2. Hosting <i>Do you have a web host or is this something you need to investigate?</i>		
3. How will you create your site? <i>E.g. do it yourself using a website builder like Create, hire a web designer, use a Wordpress site, eBay, Amazon, Etsy.</i>		

Part 2: Features of your website (cont'd)	Planning completed (tick)	Feature completed (tick)
4. Which shopping cart? <i>This is how you take payment for the products you sell. Which one will you use e.g. a website builder like Create or a WordPress ecommerce plugin? Will you set it up yourself?</i>		
5. About page <i>To tell your visitors about you, what you do and why</i>		
6. Contact page <i>With your email address, postal address, telephone number and perhaps a contact form</i>		
7. 'Follow me on...' <i>Links that take your visitors to your social media profiles</i>		

Part 2: Features of your website (cont'd)	Planning completed (tick)	Feature completed (tick)
8. Testimonials <i>Customer comments about you, your product or service.</i>		
9. Blog <i>A regular flow of new content will keep both customers and search engines interested</i>		
10. Photos and images <i>To show customers what you sell and entice them to buy</i>		
11. Legal information <i>Privacy policy, cookie policy, terms and conditions, website terms and conditions</i>		

Part 2: Features of your website (cont'd)	Planning completed (tick)	Feature completed (tick)
12. Mailing list sign-up page and incentive to join the mailing list <i>e.g. discount voucher, free shipping on first order</i>		
13. Categories <i>e.g. a baby equipment store may have categories for travel, sleeping, changing and toys</i>		
14. Anything else?		

Part 3: Simple design, copywriting and layout checklist	Planning completed (tick)	Feature completed (tick)
<p>1. Site map</p> <p><i>Have you drawn up a simple site map before you begin creating your site? (Google 'site map' for some ideas)</i></p>		
<p>2. Fonts</p> <p>Are you using the same fonts consistently across the site? Are the fonts appropriate?</p> <p><i>e.g. comic sans might be fine for a shop selling kids craft kits but not for one selling beauty products. Try to avoid using more than three fonts.</i></p>		
<p>3. Emphasis</p> <p>Is the customer's eye naturally drawn to the most important feature on each page? Is there enough white space or do your pages look cluttered?</p>		

Part 3: Simple design, copywriting and layout checklist (cont'd)	Planning completed (tick)	Feature completed (tick)
4. Images Are product images well-lit and do they show off the product as well as possible? Do you have a logo that looks professional?		
5. Copywriting <ul style="list-style-type: none"> • Are you using the type of words that your customers would use? e.g. is your writing too formal when your customers would expect it to be light and friendly? • Have you checked your spelling and grammar? • Are you using the word 'you' more than you use the words 'we'? Does each page have a clear call to action e.g. 'buy now', 'phone us on [number] now'? 		

Part 3: Simple design, copywriting and layout checklist (cont'd)	Planning completed (tick)	Feature completed (tick)
<p>6. Keywords</p> <ul style="list-style-type: none"> • Have you researched the keywords for the main site and the category pages? E.g. the main keywords for a UK shop selling coffee may be 'buy coffee online UK' and the category keywords may be 'decaffeinated coffee beans' or 'Columbian coffee'. • Try the Google keyword planner for keyword research https://adwords.google.com/KeywordPlanner. 		