

## New Website Checklist

Below is a full list of everything you need to get started with your new website.

Whether you need a full website and marketing solution, or just need a few services, we suggest you use the checklist as a guide to ensure you have everything you need to have and run a successful business online.

### Checklist Step 1

#### Domain Registration:

Do you have a website domain (your URL)?

☐ Yes ☐ No

Is your domain easy to spell, remember and related to your brand?

☐ Yes ☐ No

#### Website Design:

Do you have a custom website design?

☐ Yes ☐ No

Is your design scalable for mobile devices?

☐ Yes ☐ No

Do you have custom graphics and/or professional photos?

☐ Yes ☐ No

If you are using video is it ready to be hosted on your website?

☐ Yes ☐ No

#### Website Hosting:

Do you have website hosting?

☐ Yes ☐ No

Is your domain hosted privately and on a unique IP address?

☐ Yes ☐ No

#### Company Branding:

Do you have a brand logo?

☐ Yes ☐ No

Do you have a strong company tagline?

☐ Yes ☐ No

Have you developed out a company branding portfolio, including email signature, business cards, etc?

☐ Yes ☐ No

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### Checklist Step 2

#### Website Development:

Have you selected a CMS (Content Management System) for your site?

☐ Yes ☐ No

Is your design developed to be responsive/mobile friendly?

☐ Yes ☐ No

Are all of your pages coded properly for the search engines to crawl and index?

☐ Yes ☐ No

If you are redesigning your website have you placed 301 redirects on all of your old URL's to your new ones?

☐ Yes ☐ No

Are all of your forms coded and tested for user functionality?

☐ Yes ☐ No

Where do your forms lead? Is your backed or email set up to receive them properly?

☐ Yes ☐ No

Do you have a search function? Is it tested?

☐ Yes ☐ No

If you have a shopping cart, are you using the proper SSL certificate?

☐ Yes ☐ No

Has your website been tested for load times?

☐ Yes ☐ No

#### Website SEO:

Is your URL structure siloed properly for page rank distribution?

☐ Yes ☐ No

Do you have proper meta data optimization per page?

☐ Yes ☐ No

Is your website content optimized for the search engines?

☐ Yes ☐ No

Do you have Google and Bing Analytics set up and installed?

☐ Yes ☐ No

Do you have Google and Bing Webmaster Tools set up and installed?

☐ Yes ☐ No

Are you using call tracking? Is it set up and properly installed?

☐ Yes ☐ No

Do you have an XML sitemap set up?

☐ Yes ☐ No

Do you have an HTML version of your sitemap for your users?

☐ Yes ☐ No

Is your Robot.txt file set up properly?

☐ Yes ☐ No

## Checklist Step 2 (cont...)

### Website Content:

Have you completed market keyword research?

☐ Yes ☐ No

Is your website navigation/information architecture developed?

☐ Yes ☐ No

Have you written content for each page?

☐ Yes ☐ No

Is your website content optimized for user conversions?

☐ Yes ☐ No

Do you have a strong call to action and a phone

☐ Yes ☐ No

number and/or contact us link on each page?

☐ Yes ☐ No

Do you have a custom thank you page?

☐ Yes ☐ No

Do you have a custom 404 error page?

☐ Yes ☐ No

Do you have client testimonials? Are they on your website?

☐ Yes ☐ No

Have you added logos and links to your accreditations or certifications (such as BBB)?

☐ Yes ☐ No

### Website Footer:

Does your footer contain the proper copyright?

☐ Yes ☐ No

Does your footer link to a terms of service, privacy policy and other legalities for the site?

☐ Yes ☐ No

Does your footer contain important links to important pages of your website?

☐ Yes ☐ No

### Website Blog:

Do you have a website blog?

☐ Yes ☐ No

Have you installed an RSS blog subscribe link to your feed with a call to action?

☐ Yes ☐ No

Does your blog have social sharing?

☐ Yes ☐ No

Do your posts have categories and tagging?

☐ Yes ☐ No

Have you installed rel=author on your blog posts?

☐ Yes ☐ No

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### Checklist Step 3

#### Social Media:

Have you set up your important social media profiles?

☐ Yes ☐ No

Are they properly optimized for your brand and services?

☐ Yes ☐ No

Do you have your important contact information on each profile?

☐ Yes ☐ No

Do they contain custom designed banners and profile images?

☐ Yes ☐ No

Do you have a social media marketing strategy?

☐ Yes ☐ No

#### Local Marketing:

Have you set up your local business accounts with Google and Bing?

☐ Yes ☐ No

Have you claimed your map/physical address per search engine?

☐ Yes ☐ No

Are your local listings and maps optimized for the search engines?

☐ Yes ☐ No

Are your local listings and maps integrated with your website where possible?

☐ Yes ☐ No

Do you have a strategy to develop and manage other local listings?

☐ Yes ☐ No

#### Website Hosting:

Do you have a developed organic marketing strategy?

☐ Yes ☐ No

Do you have a monthly newsletter strategy?

☐ Yes ☐ No

Do you have an email marketing strategy?

☐ Yes ☐ No

Do you have a professional internet marketer to manage your organic marketing campaigns?

☐ Yes ☐ No

#### Pay Per Click Management:

Do you have a PPC marketing strategy?

☐ Yes ☐ No

Do you have a professional PPC manager to manage your paid marketing campaigns?

☐ Yes ☐ No

#### Website Management:

Do you have a professional webmaster to maintain and manage your site after launch?

☐ Yes ☐ No

Do you have an IT expert to help with hosting, email and other technical issues?

☐ Yes ☐ No