

Website Getting Started Checklist

Just do what you're comfortable with.

Basically decide what you are after:

Have a look around other websites, see what you like and what you don't

Supply all you can for your website, only what you're happy to, I'll sort all the rest

| | | |
|----------------------------|---|---|
| Website | Page names - Page Titles | Home - About Us - Products - Links |
| | | Services, how many, page for each? |
| | | Contact Us - Location - (+Google Map) |
| | | How many pages, and page size/s. |
| | | Can you view pages without scrolling |
| | | Layout - Style |
| Keywords | Your Industry Keywords | Your message - Work into your pages. |
| | | Research and use all your KEYWORDS |
| Page Content (Information) | 'Copy' for each page | Text - Wording |
| | | Any images for each page & their position |
| You thoughts for layout | Home page | First impression - Clear Info |
| | Message - Links | Tell them what you're about |
| | | Let them know what you can do for them |
| Header & or Footer | All pages the same or some just with headers - Do you have a preference? | |
| Pictures, images, logo | Supply for website | Detail position and page/s |
| Business card | Could be used as footer | Page/s size - Sliders - Gallery |
| | | Thumbnails - Lightboxes |
| | | List number of images for website |
| | List description for each image, rename if need be. | |
| Navigation Bar | Style - size - position | Location - shape - sub-menus |
| Text | Font - type - size/s | Columns 1, 2, 3, or more |
| Colours | Site - page background - text - text boxes - headers - panels | |
| | Navigation buttons (Background, Hover & Down positions) | |
| Forms | Detail list of fields | Contact form |
| | Mandatory Fields | Survey form - Questionnaires |
| Extras | Anything else you require - Let me know what you would like in YOUR website | |
| Do you require? | Hosting | Storage space |
| | Domain Name | Bandwidth - traffic |
| | | PHP - (required) |
| | | Email accounts - (number of) |
| | | Mail Forwarding |
| Timeline | How soon do you require your site up & running | |

More Info

Get all your ideas together, the more you have ready, the quicker the website comes together. Separate page of 'copy' for each webpage, note any special requests, include images, photos required and where for website.

Write content for each page; try not to be too repetitive. Each page should be different with diverse information and specifics . Use your Keywords in your content. Making a page for each service gives search engines multiple entry points to your site. Tell people what problems you can solve for them; advise the potential customer that you can solve their problems. You have what they are after. Do you have any pamphlets, brochures, list FAQ. What search terms would customers type into 'search engines' to find you.

Keep pages 'easy to read' – Keep sentences simple and relevant to your page subject. Utilising links to help potential customers navigate around your website can help them to find what they are after and get there faster.

About page: Name, photo, history, qualifications, interests. Tell them your history (and your people), let them know what problems you can solve, how you can help, let visitors know you're human so they connect with you. Keep it interesting, not too long (you want them to read the whole page/story).

Think about what you like/dislike in a website and plan accordingly. Other items of consideration should be Headers and Footers for pages, photos if required including placement and size. Text colour, style, size/s and use of paragraph headers. Site background, page background, text box backgrounds, choose colours that work together.

As always, logical flow of information is required, think about the message you want to tell, set the structure, divide into webpages (and links if a large site otherwise Navigation menu will do.)

Many people fail to plan their website. You need to have an idea of what you require and collect all the information for your website to get the best and quickest result.

How often do you want to have your website updated.

Updatable pages: You can have either 'WORD' or 'EXCEL' pages saved as pdf or .htm pages to continually change and keep your website fresh and uptodate.

When you're ready, contact me, then send in your 'Copy', images, instructions.

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