

TOP CHECKLIST FOR A SUCCESSFUL NEW WEBSITE



If your thinking about a new website or updating your existing website then consider these key points. It will make ensure the website is aligned with your business and delivers results for you.

YOUR BUSINESS NEEDS

1. What are the business objectives?
2. Why are you creating a website?
3. What part will it play in your business objectives?
4. Who are your competitors?
5. What is the key differentiator of your business to the competition?
6. Take a look at your competitors websites – whats good and bad about them?
7. Why do people do business with you?
8. What words best describe your business?
9. Do you have a tagline and logo?
10. What website name (URL) would you like to use – something short and aligned to the business name is useful and easy for people to spell?
11. Do you have any existing social media accounts like Google+, Facebook, Twitter, Pinterest, Instagram etc.?

YOUR CUSTOMERS / AUDIENCE

1. Think about a typical customer of the web site: age, occupation, income level, purchasing habits. (Use as much detail as possible in profiling your target user. Profile more than one type if appropriate.)
2. What is the main “action” the site visitor should take when coming to your site -make a purchase, complete a contact form, become a member, search for information?
3. Do your customers use the Internet already? Are they desktop or mobile users?
4. What search terms do you expect your customers to use i.e. what will they type into Google and/or Bing to find your site?
5. What adjectives describe how your site visitor should perceive the new site. (Examples include prestigious, friendly, corporate, fun, forward thinking, innovative, cutting edge.)
6. How would you judge the success of the website?
7. If there are websites that you like make a note of them, what is it that you like about them visual appearance and/or functionality?

WHAT THE WEBSITE DOES

1. What web site pages do you envisage you might need – Contact, About Me, News, Testimonials, Special Offers etc?
2. Do you need a blog capability?
3. Do you want the website to display Facebook, Google+, Twitter feeds?
4. Do you require a newsletter subscription function?
5. Do you want a social media sharing capability – i.e. people can share your web pages on Facebook or Email to a person?
6. Do you require Web Analytics for your site – tracks site performance and usage over time? Learn more on this topic [What is web analytics?](#)
7. A website is made up of content – text, images, video etc.; where will this website content come from, what format is it in – electronic or paper/prints?

SHOPPING/E-COMMERCE WEBSITES

1. Do you require an e-commerce site, i.e. shopping cart capability?
2. What electronic payment services do you want to offer – payment gateways, merchant accounts, PayPal, Amazon?
3. Approximately how many products do you anticipate selling; are these complex products with many variations per product? Please describe a product and its variations – size, colour, etc.
4. Any specific security or tax requirements?

MAINTENANCE OF THE WEBSITE

Often overlooked is how your website will be looked after once it's launched. This is as important as the initial setup of the website. It's useful to consider the following points in this space.

1. What areas of the site will be updated regularly (for example, news, photos, products, reviews) and how often (for example, daily, weekly, monthly, quarterly, annually)?
2. Who is responsible for updating and providing content?
3. How often will new sections or areas be added to the site?
4. How will the user know the site has been updated? Will there be email announcements?
5. Who is responsible for continued search engine and keyword updates and submissions?

Now your ready to go. **Quick tip:** when contacting your chosen supplier make sure to ask for a proposal covering what will and won't be in the price. Make sure expectations are clear on both sides and documented.



Author: Sophie Wood
[Buzz Web Design and Consultancy](#)
Twitter: [@buzzweb](#)
Facebook: [/buzzwebconsultancy](#)