

# 5-Step Website Prep Checklist



BONUS POINTS IF  
YOU HAVE DONE SOME  
THINKING ON THE 'WHY'  
BEHIND YOUR BUSINESS.

FOR ANYONE WHO WANTS TO LAUNCH A WEBSITE BUT DOESN'T KNOW  
WHERE TO START, OR ANYONE WHO IS ABOUT TO GET QUOTES FROM  
SERVICE PROVIDERS.

SEE MY WEBSITE FOR A  
FREE DOWNLOADABLE

1.

## ☐ THE SECTIONS

What sections do you wish to have on your website? Do you want one long scroll or do you need separate pages with information, or both? Common pages are: about, services, products, contact, pricing. What do other websites in your industry usually have? The number of pages you have and their content can greatly vary the cost of website build.

2.

## ☐ THE WORDS

Do you wish to supply the words? Do you want your website designer to copywrite? If so do you at minimum have key points that need to be included. Copywriting is an opportunity to save cost if you do it yourself but is important to ensure your content reads easily and flows from start to finish. Your website is the online home of your business so it must reflect the quality of your offering.

3.

## ☐ THE IMAGES

Do you have images you wish to use? Do you need to arrange a small photoshoot? Would you prefer to use free stock images? Do you have a shot of yourself if you are to be featured? What about logos, branding and icons? If you don't yet have logos and branding it is a must to have that designed before your website. Some webdesigners can offer this at additional cost. Whatever you have, package it up all together (along with your copy or points from checklist item 2.) on one Dropbox link ready for the web design process.

4.

## ☐ THE FEATURES

Do you want or require any special features. These are important to identify up front for an accurate quote. Special features include things such as email capture/subscribe form, booking forms, automated email responses upon form submission, connecting your database to your email management system (eg MailChimp, eCommerce, videos or other animations).

5.

## ☐ THE INSPO

Make a short list of websites you love. Whether they are a breeze to use, a great design or accurately take customers on an online journey to best show off a business. It does not have to be in your industry although that does help greatly. Do you have any inspiration or ideas around colours you'd like to use?