

A GUIDE

Website Checklist



WHAT YOU SHOULD KNOW BEFORE GETTING STARTED

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Photography

Photography is a crucial element for your website because it helps visually portray what your brand is all about. And when it comes to photography, quality is everything. Before starting on your website, you will want to make sure that you have beautiful, engaging and high-quality photographs. You will need to consider which file type works best for your purposes, whether it be JPG, PNG or a GIF. You will also want to save your images in RGB because that is the color format compatible with web.



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Properly Naming Files for SEO

First of all, what is SEO? SEO is the acronym for Search Engine Optimization, which is the process of using search words from your site to appear in search engine results. This in turn helps your website become more discoverable. When it comes to saving files for your website, it is important to strategically name them for SEO purposes. You will need to name files in a way that uses specific words that will optimize your SEO. It is best to only use letters, numbers, hyphens and underscores.

For example, if you are an interior designer and just finished a project in the Los Angeles area, you would want to label your images listing the project name, location of project and using interior design as well. Like so: smithhome_interior_design_losangeles_0001.jpg. Having all of those key words will be beneficial when it comes to SEO and can provide more traffic to your site.

As a side note, you can use Adobe Bridge to batch rename your images so you don't have to do them individually.



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Copy

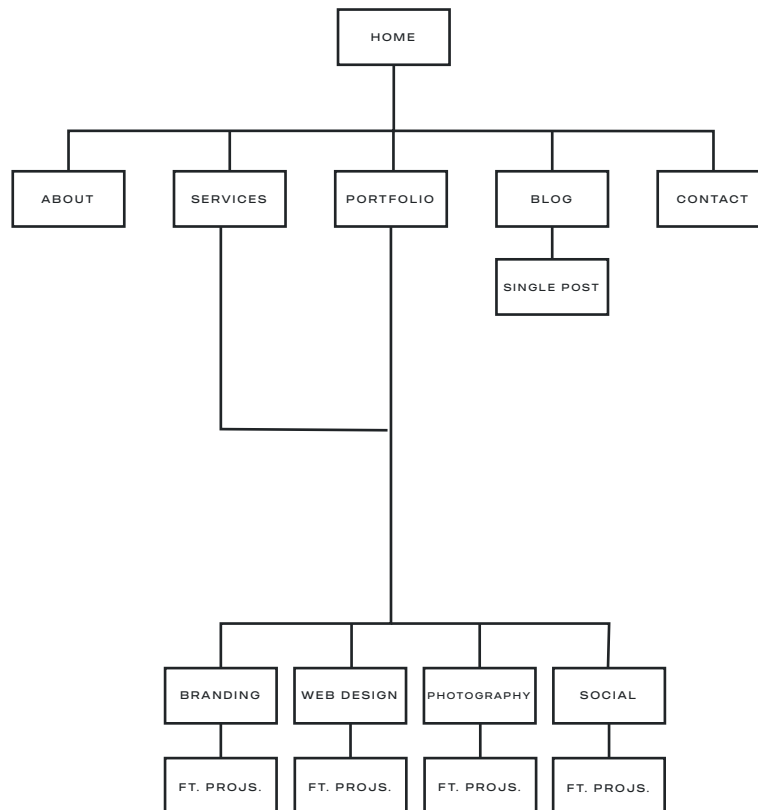
Good strong copy is an essential part of your brand voice. Make sure to have all copy for your site finished before we begin the web design process. We have a few copywriters we work with and recommend. They all have different rates, schedules and specialties. Please reach out to get a quote directly. When your copy is 100% final we can build your brand, website or collateral.



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How To Make A Sitemap

A sitemap is essentially breaking down the pages you want included on your site and the information included in those pages. This helps organize all information before starting on the web design process. Here is an example of what a sitemap can look like:



CHECK HERE IF THIS STEP IS COMPLETE

How To Make A Sitemap In WordDoc

If you don't have access to make a sitemap like the previous page, this is an alternate way to create a sitemap simply using Word Doc.

HOME

PAGE 1

PAGE 2

PAGE 3

PAGE 1

PAGE A

PAGE B

PAGE C

PAGE A

SUBPAGE 1

SUBPAGE 2

SUBPAGE 3

EVERYTHING CHECKED

Time To Start The Web Design Process

Now that you have everything checked off your Website Checklist, it's time to get into the fun part and start designing your website. If you are interested in our web design services we would love to hear from you.



Please contact us at:

HELLO@HONORCREATIVE.COM

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