WEBSITE CHECKLIST

Hey!

I'm glad you've grabbed this guide
because it will help you understand all
the important terms and key
components of a website! Websites can
be overwhelming when it's not in your
everyday expertise and let's be honest,
sometimes you just don't care to learn or
don't have the time! This guide should
clarify some things for you! Think of it as
your website dictionary!

KEY COMPONENTS

Responsive Design: Ensure your website is mobile-friendly and displays properly on different devices and screen sizes.

Clear Navigation: Create a user-friendly navigation menu that allows visitors to easily find the information they are looking for.

Visual Appeal: Use visually appealing design elements, colors, typography, and images to create an attractive and professional website. This helps attract your ideal clients and creates clear brand awareness.

Pages Names: Common page names include Home, About, Services, Portfolio, Shop, Blog, Contact, etc. All of these pages should have their own CTA to get the customer to continue through your website.

Contact Information: Your contact and location details should be visible especially if you're an in person service provider! Include a contact form, email address, and phone number, and location to encourage communication from visitors.

Call-to-Action (CTA) Buttons: Add clear CTA buttons throughout your website to guide visitors to take desired actions, such as making a purchase, subscribing to a newsletter, or contacting you. i.e. Buy Now, Contact Us, Learn More

High-Quality Content: Include engaging and informative information that is relevant to your target audience, communicates what you offer and aligns with your purpose.

Blog or News: Consider adding a blog or news section to regularly publish fresh content, your work, share updates, and establish yourself as an authority in your industry. Google loves this for SEO.

Social Media Integration: Include social media icons or links to your social media profiles to encourage visitors to connect with you on various platforms.

Testimonials or Reviews: Display positive customer testimonials or reviews to build trust and credibility.

WEBSITE TERMS

Domain Name: Choose and register a unique and relevant domain name that represents your brand or purpose.

Web Hosting: Select a reliable web hosting provider that offers sufficient storage, bandwidth, and security for your website. Some platforms include this.

Analytics and Tracking: Set up web analytics tools (e.g., Google Analytics) to monitor website traffic, user behavior, and other valuable metrics for better insights and decision-making.

Embed Code: A block of HTML text that is placed in another page and renders a visual element — a video, social media post, form, or page — from another website or source.

Search Engine Optimization (SEO): Optimize your website's content, meta tags, headings, and images with relevant keywords to improve its visibility in search engine results.

Privacy Policy and Terms of Service: Create and display clear privacy policy and terms of service pages to inform visitors about how their data is collected, stored, and used.

Security Measures: Implement SSL certificates to ensure secure data transmission and consider other security measures to protect your website from cyber threats.

404: Page unavailable. This happens when someone types in the wrong URL or could be a broken link. You can customize error pages (e.g., 404 page) to provide a helpful experience when visitors land on this page.

Fast Loading Speed: Optimize your website's performance by minimizing file sizes, using caching techniques, and choosing a fast web hosting provider.

Legal Compliance: Ensure your website complies with relevant laws and regulations, such as GDPR (General Data Protection Regulation) or CCPA (California Consumer Privacy Act), depending on your audience and location.

Accessibility: Make your website accessible to people with disabilities by following web accessibility guidelines and including features like alt text for images and keyboard navigation support.

Need more help or have more questions?

No doubt the website process can be overwhelming and you may have more questions about your specific website or functionalities. I'm here to help and that's why I have a Website Wonder call. We hop on Zoom and I answer all the questions you have! I'm an open book so no topic is off limits! I'll give my best suggestions for tech, functionality, live review, ease of use, and more!

<u>BOOK A CALL</u>