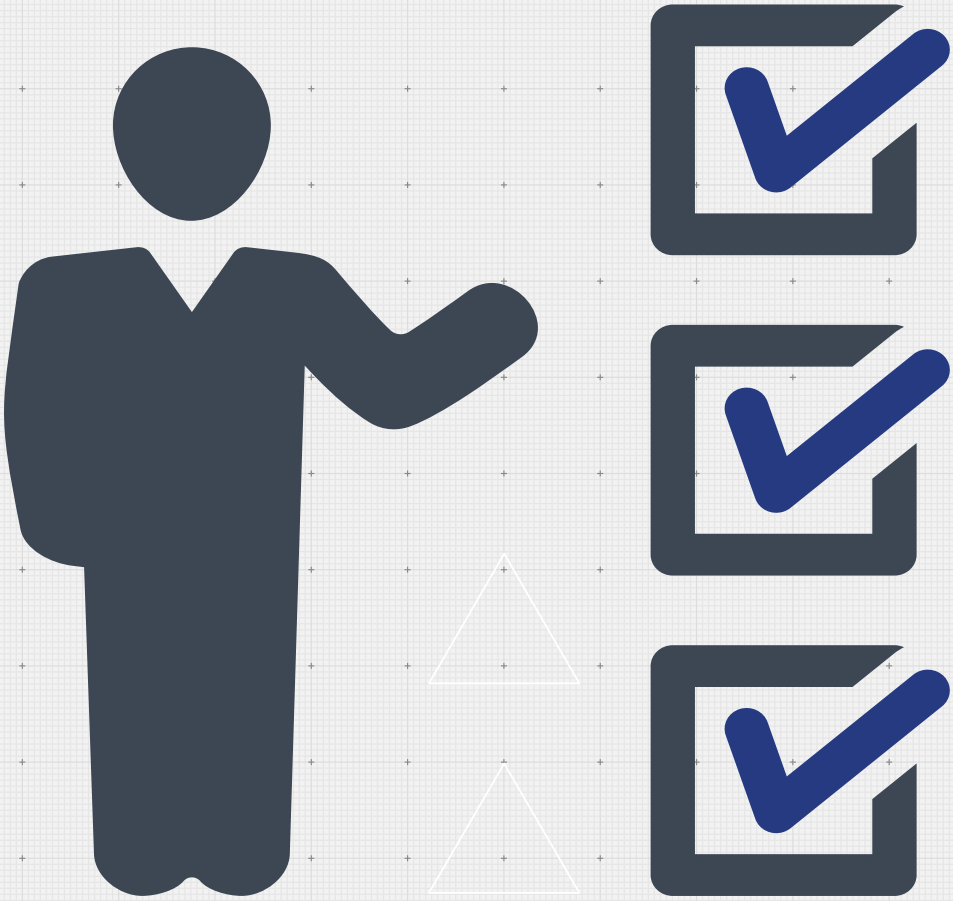
BIG HIT CREATIVE

The Ultimate

WEBSITE DESIGN

Checklist



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Chapter One

DEFINE

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Use the following checklist to help determine a clear goal for your website.

Project Definition Checklist

	Due	In Progress	Done
1. Identify your website's target audience. Define who is the site for?	_____	☐	☐
2. List 2-3 measurable goals that the website should achieve.	_____	☐	☐
3. Write out your key messages to attract website visitors. What is your brand message?	_____	☐	☐
4. Research competitor sites. Pay attention to their messaging, navigation, CTA's and forms?	_____	☐	☐
5. Research, choose and purchase domain names. you may choose more than one.	_____	☐	☐
6. Research and choose Hosting Provider i.e. Wordpress Managed, Cpanel, Dedicated Server	_____	☐	☐
7. Collect all social media and external URL's.	_____	☐	☐
8. List desired colors and fonts.	_____	☐	☐
9. Define privacy policy and other legal text.	_____	☐	☐

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Chapter Two

DESIGN

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Use the following checklist to help you convey your visual brand ideas with the design.

Project Design Checklist

	Due	In Progress	Done
1. Research, buy or find free images you can use. To give the web developer an idea of what you like.	_____	☐	☐
2. Compile all visual assets, logo and Digital Art. For re-designs, list desired art changes.	_____	☐	☐
3. Research design layouts, website themes and color schemes.	_____	☐	☐
4. For E-commerce websites, think about store and product layouts.	_____	☐	☐
5. Create desired sitemap showing the names of key pages and their relationship to each other.	_____	☐	☐
6. Create content for each page in a Word Doc. along with a desired showcase image.	_____	☐	☐
7. List all desired contact forms & autoresponders.	_____	☐	☐
8. Created a few blog articles for launch day.	_____	☐	☐

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Chapter Three

DEVELOPMENT

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Use the following checklist to help ensure that the website has been given a solid foundation.

Website Development Checklist

	Due	In Progress	Done
1. Gather all information related to site content, Images, Videos, 3rd Party URL's, etc.	_____	☐	☐
2. Get access to Hosting and Domain Provider and any external servers and databases.	_____	☐	☐
3. Review New Web Standards and Apply such as linking structures and ADA compliance.	_____	☐	☐
4. Check for bad links and proofread all content for typos and grammatical errors.	_____	☐	☐
5. Make sure the footer has the current copyright date and formatting.	_____	☐	☐
6. Make sure all pages are compatible across all browsers (IE 8, 9, 10, Chrome, Firefox, Safari.)	_____	☐	☐
7. Favicon was installed and rendering properly	_____	☐	☐
8. Check all forms, integrations & Social Links.	_____	☐	☐
9. Check payment processing and gateways.	_____	☐	☐

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Chapter Four

SEO

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Use the following checklist to help capture web data and analytics & improve content ranking with search engines.

Website SEO Checklist

	Due	In Progress	Done
1. Check for responsiveness across all Devices (Android, iPhone, tablets)	_____	☐	☐
2. Images are optimized across webpages. Alt Tags have been added to every image.	_____	☐	☐
3. Pages has H1 Title Tags and Metadata. Meta descriptions are under 156 characters.	_____	☐	☐
4. Dynamix XML Sitemap was created and submitted to search engines.	_____	☐	☐
5. Double check page URL's to make sure there are no 404 broken links.	_____	☐	☐
6. 301 redirects are redirecting old pages to the new website pages.	_____	☐	☐
7. Google Analytics installed and webmaster accounts are properly synced.	_____	☐	☐
8. Perform new keyword review and update	_____	☐	☐
9. Re-submit site to search engines.	_____	☐	☐

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Chapter Five

Maintenance

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Use the following checklist to help prevent loss of data and protect against malware.

Website Maintenance Checklist

	Due	In Progress	Done
1. Create a Child theme to prevent loss of customizations during updates.	_____	☐	☐
2. Create a copy of the final website and make sure copies are stored regularly.	_____	☐	☐
3. Store all website passwords, website and hosting credentials in a secure database.	_____	☐	☐
4. Setup automatic backups and purchase security from host.	_____	☐	☐
5. Continue to check for 404 codes and broken links .	_____	☐	☐
6. Invest in malware monitoring, one-click website restore and clean up.	_____	☐	☐
7. Keep content fresh and make updates to your images and blog articles.	_____	☐	☐

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Thank you for reading

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