

Website To-Do Checklist

Vision & Inspiration

Before getting into the technical aspects of creating your site, I recommend setting aside some time for visioning and creating inspiration. Ponder these questions:

1. How do you want your website to represent you? Calm, inviting, professional, creative, provocative, etc.
2. Knowing that your website is a representation of you and is the first handshake for a large majority of your potential clients, what do you want to come across first and the strongest? Remember that giving some of you and your personality away is a good thing! Don't make it so far removed from you that people can't get a feel for who's behind the scenes. The idea is to start building a bridge of trust with the first impression of your site.
3. Look for inspiration from other websites, images and style that you like. This is something that can assist you in creatively thinking about how to structure your site. As a consumer, what helps you feel confident that someone has credibility and is trustworthy? Again, no matter how viral and explosive websites, Social Media and the like are; there are still people behind the screen and they are the ones that make the decisions at the end of the day.

Technical Setup

- Domain name
Your website URL (mydomain.com)
- Hosting account
Space to hold your website files
- Email address setup
e.g. name@mydomain.com
- Install WordPress
For help setting up your WordPress website, [see our DIY Guide](#) »

Content

- Map Out Website Navigation/Pages**
*Make an org chart showing the hierarchy of pages and which pages link to which
Basic pages = Home, Services, About, Blog, Contact*
- SEO Keyword Research**
Use [Google's keyword research tool](#) to see what terms people are using to search for services/products similar to yours
- Write site content**
Incorporate the relevant keywords you gathered from your SEO research. Don't go crazy with keywords or copy, keep it simple. 2-3 paragraphs per page is good for SEO.
- Image research**
iStockPhoto.com, Getty.com, MSN Clip Art, etc. - a few stock photos can go a long way towards creating a professional and polished look on your website

Build-out

- Add page content and blog posts to site**
- Review/Test**
 - *Review all site content for spelling errors*
 - *Make sure all hyperlinks are working*
 - *Test any forms (e.g. Contact form, mailing list sign-up, etc.)*
- Send it live!**

Marketing

- Send out an email announcement to everyone you know**
- Map out a social media plan and set up those accounts**
- Add new blog posts regularly**
Shoot for a minimum of once a month

Congratulations on your new website!