

Website Design Checklist

Building a new website or redesigning your old one? You may not need everything here, or you may need a lot more if you have an e-commerce or membership website.

If you're confused about what all of this means, please ask, or check out my article:

harmonygraphicdesign.com/blog/website-redesign-checklist.

About your business

- Your Business Value Proposition
- Who is your customer and what are their problems or goals?
- Where is your customer spending their time? (i.e. Facebook, YouTube, the gym...)
- Does your audience require specific accessibility requirements?
- Who are your competitors?
- What other marketing are you doing?

Website Goals

- Be specific on what want website visitors to do. (i.e. make an appt., join your mailing list)
- What features do you need? (contact forms, email optin, registration, etc.)
- What's working on your current website and what's not? (make a list)
- Examples of websites you like
- How do you want to be contacted by website visitors?

Content

- Current marketing material, annual reports, etc.
- Mission and vision statements
- Staff bios
- Board of directors bios
- Product information
- Your social media accounts
- Testimonials

Graphics

- Logos (.eps format preferred)
- Branding guidelines or brand colors

Images

- Branding photos
- Services photos
- Gallery photos
- Product photos
- Headshots
- Video Links

Legal

- Privacy policy
- Terms & conditions
- Return policy
- Does your industry require specific accessibility requirements?

Technical

- Domain registrar access
- Hosting access
- Google Analytics and Search Console access
- Email marketing program access
- Scheduling system access
- Payment processing access
- Who is your email provider?
- Do you have an internal or external person that set up any of the above that we can contact?