



Website Foundations Checklist



To Plan, Build & Launch Your Website

Business Name

Website Address (domain name)

Planning

- Clarify website purpose and vision

- Who is the ICA (Ideal Client Avatar) or target audience

- Outline website goal(s)

Design

- Sketch out basic wire frame for the home page and interior pages
- Create sitemap for navigation and user experience
- Define and establish website branding
- Aesthetics (overall feel of website)

Colors*

Fonts

Headings		
Sub Headings		
Navigation		
Body		

*these are the colors for your website listed in hex format e.g., #ffffff



Domain & Hosting

- Purchase domain name
 - Domain name
 - Registrar Name*
- Purchase and set up hosting
 - Hosting Company
 - Phone Number

Set up WordPress

- Using the "one click installation" provided by your hosing company, install WordPress
- Set the permalinks, time zone and users with roles in the setting section of the WordPress Dashboard
- Set up a favicon, meta descriptions and site title. Follow instructions provided with the WordPress installation
- Select a theme and activate it
- Adjust theme settings to match branding
- Add custom logos, colors and fonts

Install and activate plugins

- Research plugins. This is based on the purpose and goals of the website.
- Install and activate plugins
 - Security Performance Contact/Forms
 - SEO Analytics

Set up pages

- Create the home page (refer to wireframe from planning section)
- Add legal pages (e.g., Privacy Policy and Terms of Service)
- Create menu for the navigation (refer to sitemap)
- Add content to each page
 - Headings Content/Text Images Call To Action(CTA)
- Create blog posts and/or portfolio items
- Set up social sharing options for blog (if applicable)
- Create and add form(s) to appropriate page(s)

*where domain was purchased from

SEO and Analytics

- Create or use an existing Google account
 - Google account
(@gmail.com)
- Connect to Google Analytics and Search Console
- Optimize pages and posts
 - Metadata
 - Alt text
 - Keywords
- Submit Sitemap to Google for indexing the pages for search

Testing & Launch

- Test and verify links are working correctly
- Test website forms
 - Received email notification that there was a contact from the website
 - User received confirmation after submitting the form
- Test eCommerce
- Test subscribe to newsletter
- Test website speed to load using PageSpeed Insights
- Test visibility and layout on devices
 - Mobile
 - Tablet
 - Desktop
- Test visibility and layout on browsers (top 3 browsers used)
 - Google Chrome
 - Microsoft Edge
 - Apple Safari
- Conduct a final review of content, links and forms
- Plan and send announcement of new website
 - Social Media Channels
 - Newsletter Subscribers



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