

Before You Build Your Website

Lay the groundwork for a stress-free website build

This checklist is designed to help you organize and clarify the essential elements before the actual website creation process. Whether you're building it yourself or working with a professional, these steps will guide you in defining your purpose, understanding your audience, outlining your content so your final website is aligned with your brand, strategic, and ready to grow with your business.

Foundational Clarity

- ☐ Determined the **goals** for your website (sell products, gather emails, grow brand credibility, etc.)
- ☐ Know and understand the **purpose** of my business and how the website supports it
- ☐ Written a clear **vision** statement for my business and how the website will need to scale to accommodate the future growth
- ☐ Defined and know who my **ideal client/audience** is

Content Preparation

- ☐ List of the **pages** needed on the website (Home, About, Services, Contact, etc.)
- ☐ Draft outlines or copy for each page
- ☐ Identified **brand** tone and **voice** (e.g., friendly, professional, creative)
- ☐ Outlined **services/products** offered
- ☐ Gathered or planned **testimonials, case studies, or social proof**
- ☐ Outline or draft a few **blog posts** if you will have a blog

Visual Elements

- ☐ Chosen or created a **logo** (or placeholder)
- ☐ Selected a **color palette** that represents brand
- ☐ Selected **fonts** (Heading, titles, body, etc.)
- ☐ Curated high-quality **images and graphics** ready to use (or know where to source them)
- ☐ **Professional photographs** taken and prepared for the website

Technical Basics

- ☐ Established a secure system to **store login credentials** for website tools and accounts (usernames, passwords, PINs, etc.)
- ☐ Created a **shared folder** for all website assets (Google Drive, Dropbox, etc.)
- ☐ Selected a website **platform** (WordPress, Squarespace, etc.)
- ☐ Researched and purchased a **domain name**
- ☐ If needed, researched and purchased a **hosting** from a hosting provider (Ionos, GoDaddy, Bluehost, HostGator, etc.)
- ☐ Created a **professional email address** (e.g. hello@yourdomain.com)

Marketing Essentials

- ☐ Identified **call-to-actions** (CTAs) used (e.g., Book a call, join the list, register for course, etc.)
- ☐ Selected an **email service provider** (ESP) (e.g., Flodesk, ConvertKit, MailerLite)
- ☐ Developed plan for how people will **find** the website (SEO, social media, etc.)
- ☐ Created a **Google Account** (yourbusinessname@gmail.com)
- ☐ Setup **Google Analytics** using the created Google Account
- ☐ Setup **Google Search Console** using the created Google Account
- ☐ Determine what to offer to **collect emails** (e.g., freebie, newsletter)
- ☐ Outlined or created the **offer**

SEO & Legal Prep

- ☐ Identified main **keywords** for each page
- ☐ Wrote **meta description** and **SEO title** for each page
- ☐ Prepared/wrote a basic **privacy policy**
- ☐ Prepared/wrote a basic **terms & conditions**