Website Checklist
for Clients

A WEB DESIGNER'S GUIDE TO WHAT YOU
NEED WHEN BUILDING A NEW WEBSITE

THINK HALCYON

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Hello love!

Thank you for downloading my **Website Checklist**! I'm always happy when someone out there decides to make a new website. It's a step forward on their journey to owning their own business and making a name for themselves.

This checklist is designed to be a reminder of all the small, little details that go into building a website. It's an investment and should be thought of as such. Websites, like Rome, are not built in a day. They take time and dedication. The more thought you put into the content and features on your website, the better experience your users will have. Now, let's get started!

Custom Domains

KEY:

☐ Main task

☐ Sub-task or multiple choice

☐ **List all of the domain names that you own for this business and the domain host** (e.g.: Google, GoDaddy, Domains.com, etc)

_____

_____

_____

☐ **List all of the dedicated email addresses associated with this domain** (e.g.: info@thinkhalcyon.com)

_____

_____

_____

Target Audience

☐ **Tell me about your target audience. Who will visit your website?** (e.g.: people looking to buy your products, blog readers, clients, etc)

_____

_____

☐ **What are your target audience members looking for on your website?** (e.g.: products, blog posts, scheduling links, etc)

_____

_____

☐ **What will your target audience members do on your website?** (e.g.: purchase products, read blog posts, schedule appointments, etc)

_____

_____

☐ **List all the keywords that someone might search to find your website.** (e.g.: website design, graphic design, think, halcyon, etc)

_____

_____

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Content

☐ Collect **ALL** of the content that you want on your website and send it to your website designer (I use a Client Portal to house my client's files)

☐ **Text** (Word, Pages, or Google Docs)

☐ **Images** (high-quality, wide, .jpg file)

☐ **Logos** (transparent, .png file)

☐ **Video links** (YouTube or Vimeo links)

☐ **Regular links** (external webpages)

☐ **Events** (optional)

☐ **Product Details** (optional)

☐ **Other** (optional, miscellaneous)

☐ Is your content in its **final stage**? (finalized content that does not need to be edited in any way)

YES or NO
(Circle one)

☐ Does your text content need to be **copyedited**? (I can help if you need basic copyediting for your text!)

YES or NO
(Circle one)

☐ List all of the colors and hues that represent your business. (e.g.: indigo, baby blue, mustard yellow, lilac, etc)

_____

_____

_____

_____

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New Features!

☐ **List all of the features that your website absolutely needs.**
(e.g.: store page, blog, appointment scheduler, etc)

_____

_____

_____

☐ **Are you making an eCommerce site?**   **YES or NO**
(Note: Online stores of all kinds require **merchant processing**)   _(Circle one)_

☐ **If so, how are you taking online payments?**
(e.g.: Stripe, Square, PayPal, etc)

_____

_____

☐ **What services or programs do you already use that need to be connected to your website?** (e.g.: MailChimp, YouTube, GitHub, etc)

_____

_____

☐ **Where should data from your website be sent?** (e.g.: names and email addresses from newsletter forms sent to MailChimp)

_____

_____

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Apps & Marketing

☐ **List all of the apps that you use to do business.**
(e.g.: QuickBooks, Shippo, Hootsuite, Eventbrite, etc)

_____

_____

_____

☐ **List how all of those apps work together**
(e.g.: new additions to the contact list are exported to a CRM app)

_____

_____

_____

☐ **How will you promote your website?**
(check all that apply)

☐ Standard Advertising   ☐ Social Media

☐ Word of Mouth   ☐ Other

☐ **Do you have any of the following accounts?**
(check all that apply)

☐ Google Ads   ☐ Facebook Business Manager

☐ Google Analytics   ☐ Facebook Pixels

☐ Google Search Console

Social Media

☐ List all of the social media platforms that you use (e.g.: Facebook, Twitter, LinkedIn, Instagram, Vimeo, YouTube, Pinterest, etc)

_____

_____

_____

☐ How do you want social media displayed on your website?
(check all that apply)

☐ Links/share buttons   ☐ Featured content

☐ Dedicated pages or   ☐ Other
  sections

☐ Do you own these accounts and have all the login credentials for them?   YES or NO
(Circle one)

☐ Do you have those credentials in a password management service that you can share?   YES or NO
(Circle one)

☐ Do you need to create new social media accounts from scratch?   YES or NO
(Circle one)

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Project Details

☐ **Who is the primary point of contact for this project?**
(Full name and email address)

_____

_____

☐ **Do they have permission or the authority to make decisions and manage billing?**

YES or NO
(Circle one)

☐ **List all other team members who need to be added to the website as contributors.** (Full names and email addresses)

_____

_____

_____

☐ **Who is responsible for website updates after the launch date?**
(e.g.: new blog posts, events, products, etc | Full name and email address)

_____

_____

☐ **How often will you need to update your website?**
(e.g.: weekly, monthly)

_____

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☐ **When do you want to launch your website?**
(Date and time)

_____

☐ **Have you factored in additional time in case there are delays?** (Delays are usually related to extra time needed for additional content.)

YES or NO
(Circle one)

☐ **What is your budget for this project?**
(e.g.: the *maximum* that you are able to spend on this project)

_____

☐ **If there isn't enough budget for what you want to be completed, can we phase in features over time instead of all at once?**

YES or NO
(Circle one)

☐ **How ready are you to build your website on a scale of 1 to 10?**
1 being "just finding out some information for a later date (maybe?)" and 10 being "I have my content ready and am raring to go!"
(Select one)

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

You made it to the end!
Next step, scheduling your free consultation.
www.thinkhalcyon.com/book-a-consultation