

BUSINESS STARTUP LIST

Running your own business
website, regardless of whether it's
an ecommerce site or just an online
presence for your brand, can be a challenge.
Over 100,000+ businesses trust InMotion
Hosting as their business website's home! We've
operated successfully for the past 15 years and don't
plan on stopping our growth! Customers stay with us
because we are just as invested as they are in their success. One
of our core values is that we thrill our customers, and we plan on
doing that by providing useful tools for your success. Throughout those
15 years, we've gathered a checklist of processes that, if followed, help keep
you and your business website fresh, relevant and optimized. One such tool is a
comprehensive business checklist.











INFRASTRUCTURE

DOMAIN NAME

- Is it easy to spell?
- Is it short?
 - Is it available as a domain? Check here.

WEB HOSTING

- Business Hosting Basic websites, start-ups, and small businesses!
- VPS Hosting High-Growth Business websites with root access!
- Dedicated Servers Enterprise level, high traffic, and root access!

EMAIL

- Create Email Account
- Email Forwarding

LINKS

- Click all sections of website that lead to another page
- Use LinkChecker Chrome Browser extension

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IDENTIFICATION :



LOGO

TAGLINE/SLOGAN

Quick & Catchy

HOME PAGE DESIGN

- Show 2-5 people
- Do they know what your website is?
- Do they know what what service your website is offering?

ABOUT US PAGE

CONTACT US PAGE



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in

JOURNEY





SINGLE LINE NAV BAR

LOGO IS LINKED TO HOMEPAGE

CLICK EVERY LINK TO MAKE SURE IT NAVIGATES TO THE PROPER PAGE

- SEARCH BAR











(in)

NTENT & SEO **SEARCH ENGINE OPTIMIZATION (SEO)** List 5 keywords you are optimizing for Google Trends Keyword Research What will your MAIN keyword be? If you had to choose 2 keywords what would they be? Does your Meta Tag for the website include your keyword? Do the images on your page include any of your keywords in the ALT tag? **RESPONSIVE** Are you Mobile Friendly? **SITEMAP** "I'm over here Google!" Copyright © InMotion Hosting Inc. inmotion







CONT.)

CONTENT SPEED

Site Speed Test

Site Navigation & Orientation Final check that your sub-pages are working

Site Functionality
Final check that all links work, all
pictures populate, etc

Site Support & FAQ
Do your FAQs answer industry
concerns?

- Site Errors

Check for 404 and broken links

Site Keeping Visitors Informed

Is your blog set up?

☐ Site Consistency

Does your logo, content, pages, and styles all follow the same style guide?

GOOGLE SEARCH CONSOLE

Submit your sitemap to Google Console













CONTENT & SEO (CONT.)

(SOCIAL MEDIA
	We suggest you choose to optimize one, but register the
	names on all social media for the future)
\perp	— Facebook FourSquare
-	— Pinterest
-	── Instagram
L	── Twitter ☐ Google +
\subset	OUTREACH
-	List 10 Friends to email/text/Call
-	List 10 Family members to emai/text/call
-	List 10 Acquaintances to email/text/call
-	— Share your website on Facebook
-	— Share your website on LinkedIn
L	Advertise with Free Credits





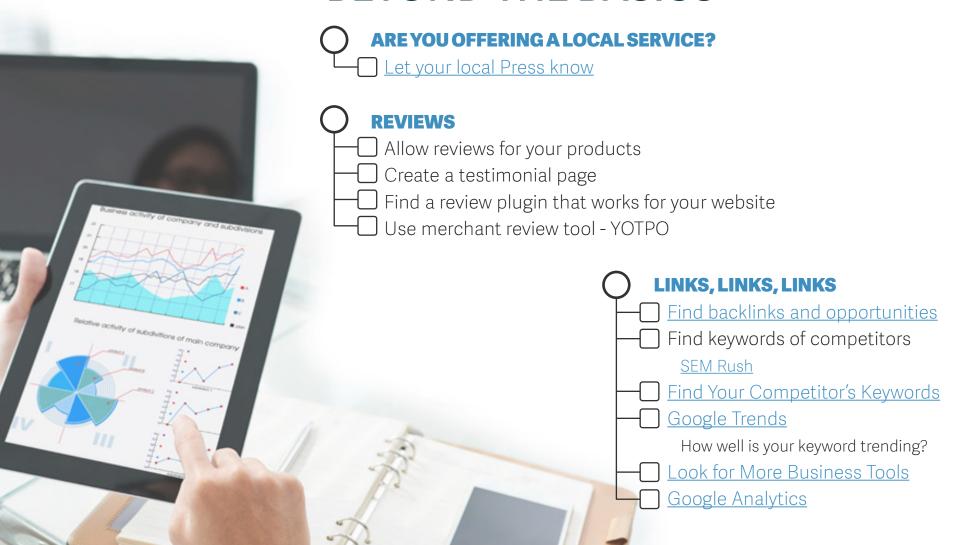






BONUS

BEYOND THE BASICS



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