

My New Website Checklist

Everything you need to get organized before you build or launch your website



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Ready to launch? Not so fast—review this checklist first.

1 Business Basics

- ☐ I have a registered business name
- ☐ I own a domain name (URL)
- ☐ I've secured web hosting
- ☐ My business email address is set up
- ☐ My SSL certificate is active

2 Pages You Need

- ☐ *Decide which pages your website should include.*
- ☐ I've listed all the pages I want on my website
- ☐ I know what I want each page to be called (e.g., Home, About, Services, Contact)
- ☐ I've included any additional pages I might need, like:
 - ☐ – Gallery or Portfolio
 - ☐ – FAQ
 - ☐ – Testimonials
 - ☐ – Shop or Product Pages
 - ☐ – Booking or Quote Request Page
- ☐ I know which pages I want to feature in the main menu
- ☐ I've written a short note about what each page will include
- ☐ I've checked that I'm not missing anything important my visitors might expect

3 Website Content & Assets

- ☐ About Me / Our Story is written
- ☐ Services are clearly described
- ☐ Product list is complete
- ☐ Product and service photos are ready
- ☐ Testimonials are collected
- ☐ Before & after or mockup visuals are prepared
- ☐ Licensing or certification details are included
- ☐ Areas served are listed
- ☐ FAQ section is written
- ☐ Warranty or guarantee info is prepared
- ☐ Privacy policy is written and ready

4 Branding & Style

- ☐ Fonts and color palette are selected
- ☐ Hero or banner images are chosen
- ☐ List 2–3 websites you like (with notes):

5 Website Structure

- Homepage layout is planned
- Individual service pages are outlined
- Portfolio or gallery page is included

Contact page includes:

- Contact form
- Click-to-call phone number
- Google Map location
- Mobile responsiveness is tested

Footer includes:

- Navigation links
- Business hours
- Privacy policy
- Terms of service

6 Lead Generation

- Quote request or contact form is set up
- Booking or consultation tool is added
- Newsletter signup form is optional
- Testimonials, trust badges, or certifications are visible

7 SEO & Analytics

- ☐ Optimize your site so it can be found and tracked.
- ☐ Keywords are chosen
- ☐ Meta titles and descriptions are written
- ☐ Alt text is added to all images
- ☐ Google Analytics is connected
- ☐ Google Search Console is submitted
- ☐ Sitemap is submitted

8 Budget Planning & Readiness

- ☐ Plan ahead so your launch goes smoothly.
 - ☐ I've set an ideal budget for my website
 - ☐ I've reviewed this checklist and feel ready to begin building or hiring help
- I've identified tasks I'll do myself vs. those I may outsource
- I have a timeline in mind for my website launch
- I'm ready to start the next step!
- My ideal website budget is: \$

Notes: