

Website Development Checklist

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The checklist for website development is an outline list of items for consideration when embarking on a website development project. We recommend using this checklist in conjunction with our Website Project Fundamentals eBook.

Pre Project Commencement: Top-Line Checklist	Answer
What type of website do I want? eCommerce or Brochure site?	
Do I have a list of existing sites that I like? What are they? Industry specific examples preferable.	
Do I need/want a customer/members login area?	
What budget do I have for this website project?	
Are there applicable grants available? Potentially via the Local Enterprise Office or similar.	
Is the development of the website going to happen internally or externally? Will the quality we are able to create internally suffice or do we want a higher quality? Do I have a shortlist of suppliers that could help us	
Do I have a project brief prepared? Does it cover all aspects?	
Where will the website be hosted?	
Who is going to maintain the website post-build?	
What platform is the site going to be built on? E.g. Wordpress, squarespace, etc.	
Do I have my brand assets and logo to hand?	

Pre Project Commencement: Additional Considerations Checklist	Answer
What domain name do you plan to use?	
What content are you going to display on your site?	
How many pages on your site are you going to have?	
Do you have all the images and video you need for your site?	
What email is your contact form going to be linked to?	
For eCommerce only - Do you have all the details required to start? You will need product details and descriptions, tax/VAT information, etc.	
Do you have your location map/link to google maps to hand?	
Do you have all your existing social media channels prepared to link?	
Do you require an appointment booking or scheduling system?	
Do you have an understanding of SEO requirements? Do you know what keywords you want to rank for? You should have a list of keywords for your website that you use throughout and in all your content marketing efforts	

Do you require blog content?	
Are you going to include a search functionality on the site?	
What colours do you plan to use?	
Are you going to include an email subscription option?	
Are you going to offer a customer service option? Maybe through Chabot?	

