



# THE WEBSITE CHECKLIST

An interactive guide to  
get you started

{THINK}  
HALCYON }

# GETTING STARTED



Thank you for downloading The 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 help you start the process of planning your 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 of your website, the better experience your users will have. Now, let's get started!





## Choose a business name

Your business name is perhaps the most important thing that will represent you. Choose a unique and symbolic name.



## Purchase a unique domain name

Your domain is how people find your business online. Purchase a unique domain from a registrar like [Google](#) or [NameCheap](#).



## Secure consistent social media handles

Social media handles should be the same across the board if possible. If you can find the same handle, secure it before someone else does!



## Choose a color palette and fonts

Choose colors and fonts that you want on all your branding. Find something that you like and integrate it with your website and logos.



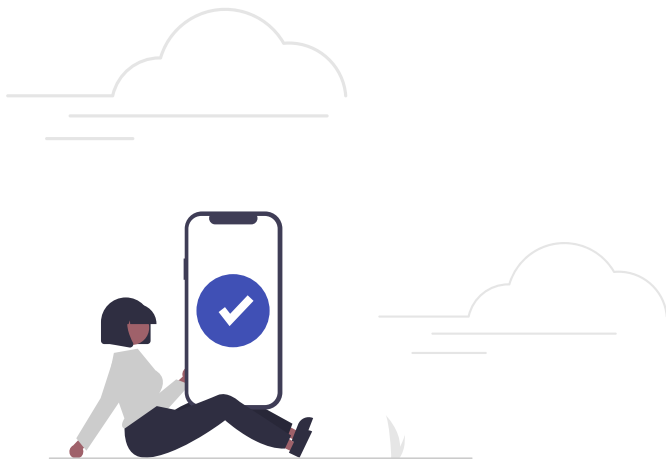
## Create a logo for your business

A picture speaks 1,000 words. Well, so does a logo. Create something unique that represents your business.



## Research websites that you like

In order to make a website for your business, you need to know what you do and do not like. Do some research!







## Start planning your webpages

Based on the websites that you like, think about the pages on those sites and how you can incorporate something similar on your website.



## Decide on the features you need

Think about the features that you want and need on your website at launch. Examples: a blog, store, chat, appointments, etc.



## Create or purchase all of your graphic design content

Graphic designs such as banners, thumbnails, and illustrations add to the feel of a website. Start gathering your graphics to put on your site.



## Write and copyedit all of your text content

Text content describes your business and is often one of the most time consuming tasks. Start writing and copyediting now!



## Hire a professional website developer

Once you know you're ready to begin creating your new website, hire a professional like [Think Halcyon](#) (wink wink) to bring your vision to life.



## Approve and sign a contract

Never start designing without a contract and/or a proposal. These documents outline what is expected and accepted of both parties.





## Approve a website design and layout

Work with your developer/designer to choose the look and feel of your website and how it will function when built.



## Set a reasonable launch date

Designing a website takes time. Choose a date that gives your developer time to work and you time to prepare for your launch.



## Hire a photographer or find stock photos

Websites are very photo/image heavy. If you have the money to hire a photographer, you should. Otherwise there are places where you can either buy paid stock photos ([Getty Images](#), [Adobe Stock Images](#)) or websites where you can download free ones ([Pexels](#), [Unsplash](#)).





## Send your content to your developer/designer

As soon as your content is all ready for the website, send it over to your designer.



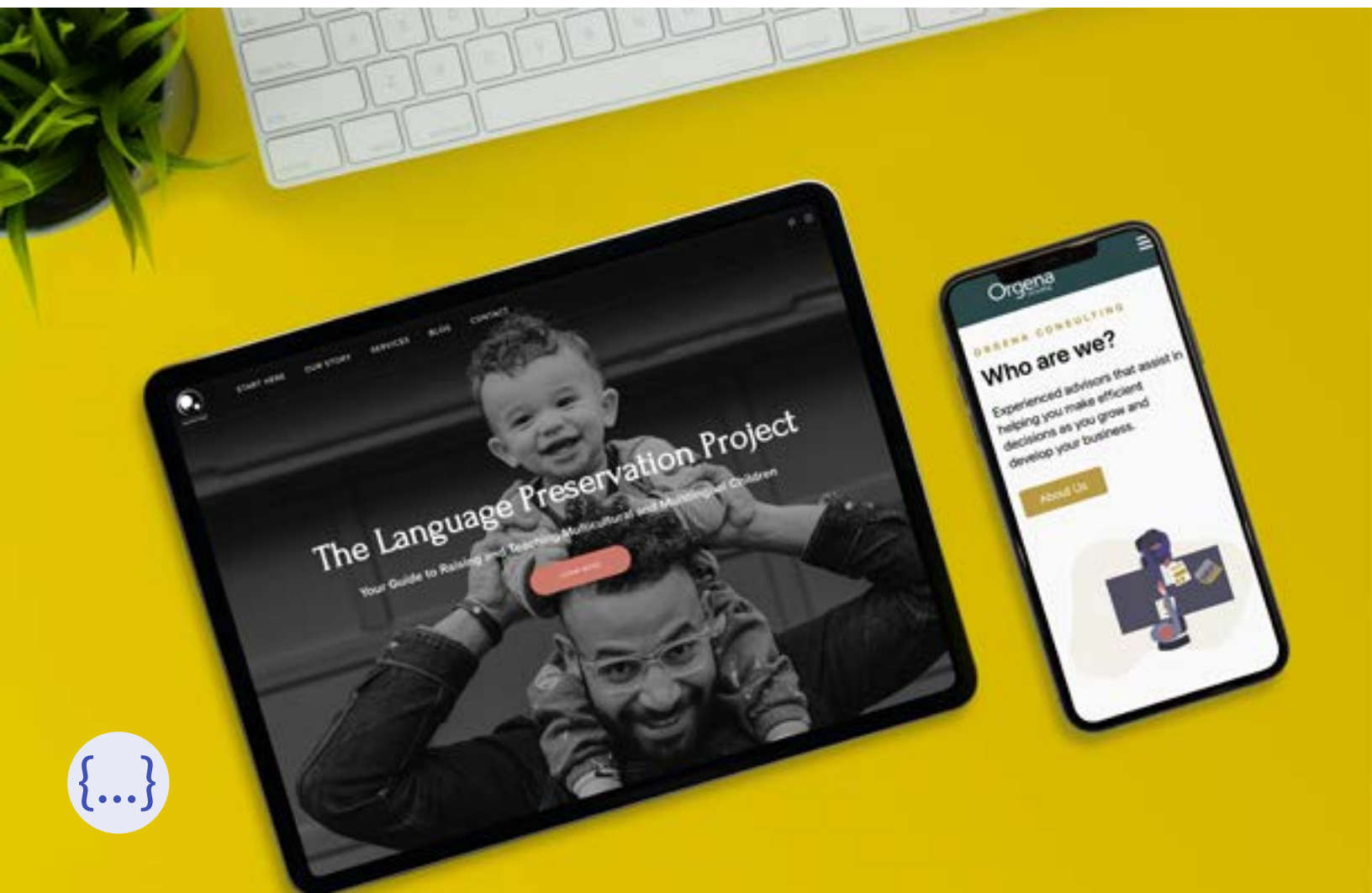
## Set your website policies and terms

Websites need privacy policies, terms of services, and cookie policies to be compliant. Use a service like [GetTerms](#) to help with the legalese.



## Setup website analytics

Once your website launches, you may want to track what people are clicking on or what is most popular content. Setting up an analytics account with services like [Google Analytics](#) will be a good step forward in gathering data on how your website is performing.





## Setup your business contact details

It is good practice to setup professional business contact details such as a custom email address, a mailing address, and a phone number.



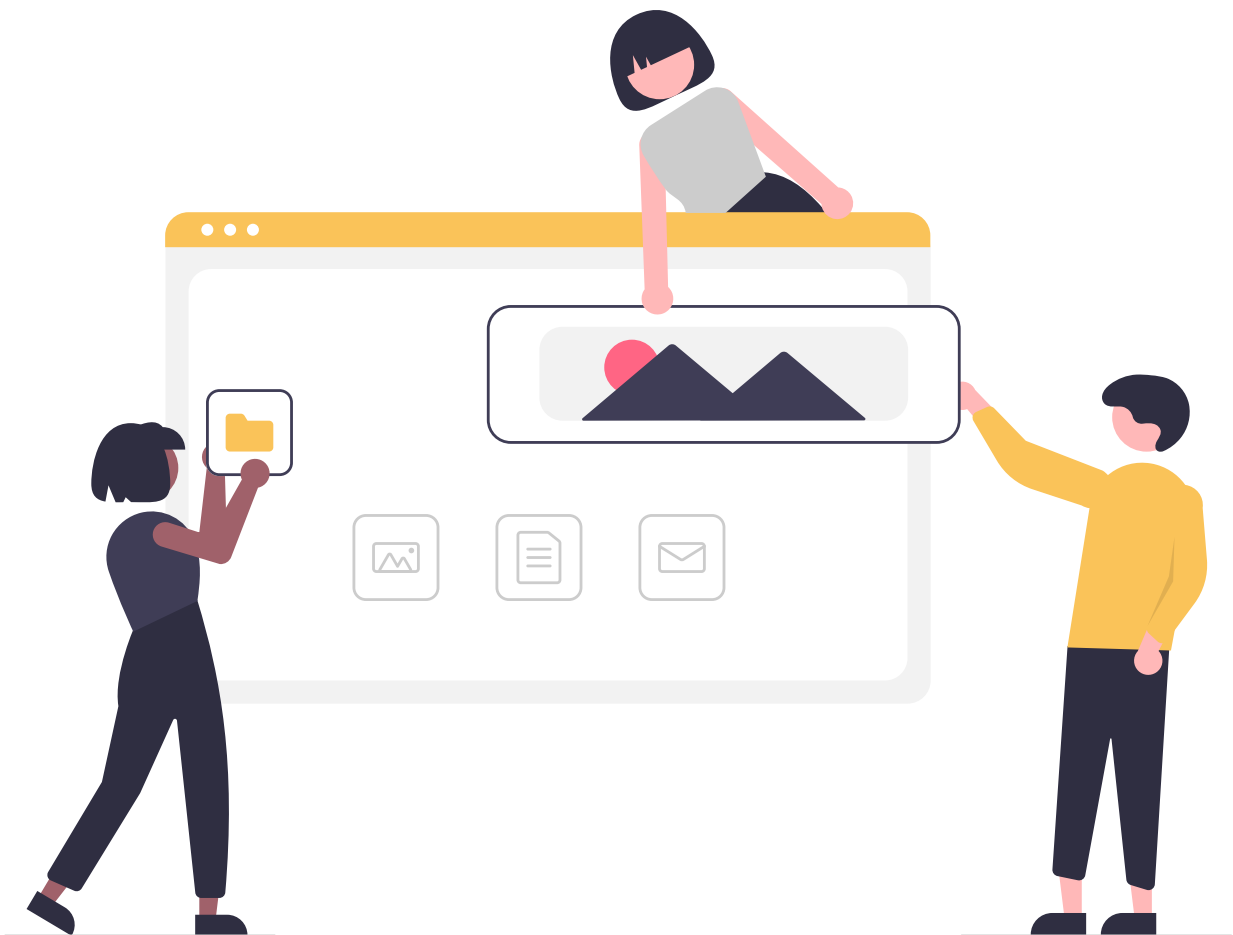
## Setup all user credentials (optional)

If you are creating a website that offers an admin area, give your developer the login credentials for all users of your website and specify what kinds of permissions they will have.



## Let your developer/designer get to work

And now it's time for your developer to start building your website. Let them handle the hard stuff while you focus on growing your business.





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To get started with your website,  
schedule a free 30-minute  
consultation today.

