

website set-up checklist



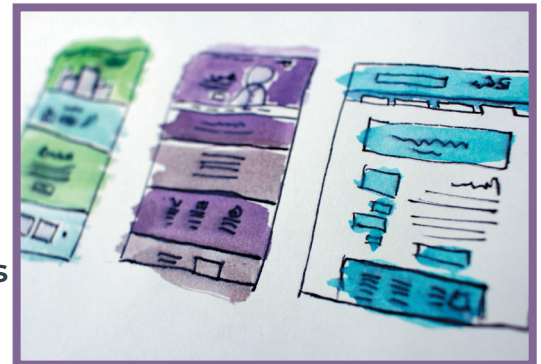
START YOUR WEBSITE
IN JUST 3 STAGES

STAGE 1

- Determine the purpose of your website
- Outline the journey your customer will follow
 - Identify your target audience
 - Determine how your target audience will find your website
 - Figure out what technical support you will need (apps, software, etc.)
- Determine the number of pages and flow pattern
 - Identify your Calls-To-Action (CTA)
- Outline your terms & conditions and other legal aspects for your site (for example, using cookies, data collection, etc.)
- Establish your website budget
 - Finalize the building of your site (DIY – hire someone – template)
- Outline your website content
 - Determine if you will hire someone to write your copy or do it yourself

STAGE 2

- Reserve your domain name & on all social media sites
- Create your terms & conditions
- Gather your testimonials &/or portfolio (such as examples of your services or products)
- Setup your SOPs (standard operating procedures)
 - How will your reply to customer request/questions
 - Determine who and when site maintenance will be done
 - Order processing or client scheduling work-flow



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- Establish your payment gateway (PayPal, Square, etc.)
- Have your product categories, descriptions, images, and pricing ready
- Have a shipping plan & account setup

website set up checklist



STAGE 3

- Establish your brand
 - Logo
 - Colors
 - Fonts
 - Look – Feel – Tone
- Sketch out your page layouts (minimal three pages)
 - 404 (error page)
 - Policy – Terms & Conditions
 - Home



Hi! I'm Rachel Nelson and I am the owner of RN Design Service. I have 29+ years of experience with graphic & web design, and a passion for helping others in seeing their visions

Creating the perfect website can be overwhelming, but it doesn't have to be. Take the time to plan your site prior to diving in head first and you'll save yourself a major headache.

Hopefully you found this checklist helpful and useful in creating your site. I would love to hear how your launching journey is going so feel free to reach out via email or social media.

And if you ever feel unsure or need a little help, feel free to book a FREE strategy session with me. You can find out more details [HERE](#) at my contact page.

~ Rachel



RNDesignService.com



@rndesignservice ■ info@RNDesignService.com