

# The ULTIMATE

# website checklist!

At AFFORDABLE CUSTOM WEBSITES, we understand that sometimes ya just don't know what ya don't know... Lucky for you, we've created this totally awesome WEBSITE CHECKLIST - check it out!

Let's get started shall we...

- First...Determine the purpose of your website (e.g. blog, ecommerce site, online brochure, etc...
- Second...choose and register a domain name for your web address. I recommend you use [www.godaddy.com](http://www.godaddy.com). Because they serve as a great place for your URL (website address) to reside without having to move your URL every time you move your website. You trackin with me?
- Third...Determine what is critical for your website today. can you start with simple site and add more bells & whistles later?... or does your new website need to Rock n Roll right out of the gate?
- Fourth...Develop a list of your website requirements. For example:
  - Number of website pages you believe you require
  - Amount of website storage (images and videos mean more storage space)
  - Tools such as online forms, blogs, customer reviews, maps, slideshows, etc that you think you'll need
  - Links to and integration with social media
  - video and/or audio players you might need/want
  - Are you gonna need a shopping cart?
  - What kind of Tech support might you need down the road?
  - You gonna want Mobile device optimization (so your website looks ok on mobile devices)?
  - Is there an easy way for you to make content updates?

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- Fifth...Decide if you want to do-it-yourself (there's a bunch of entry-level DIY website building tools out there these days) or if you want to outsource it to an expert.
- Sixth...choose a website builder that resonates with your style and your vision. Do an Internet search or ask colleagues for recommendations.
- Seventh...choose a hosting company (the company that will store your website on the Internet). Some website builders will include hosting. Inversely, some hosting companies will build your website and/or provide a DIY website building tool.
- Eighth...If you choose to use free hosting that places your website on the hosting company's domain name instead of yours, redirect your domain name to where your website is located so that you can use your own web address and build a brand with and market.
- Ninth...Determine what website content is essential and create it. Good place to start is by determining what information your visitors will find valuable. At a minimum, make sure your website shows your business' contact information such as your company branded email and phone number, as well as any required information your line of business may require such as a state license number.  
  
Note: Your domain name can be used to create a company branded email. Check with your hosting company or the company you bought your domain name from or ask your web designer for advise.
- Tenth...Promote your website! Think about how your visitors will find your website and put your web address everywhere possible including business cards, social media, advertising, and free online directories. You might even want to consider experimenting with paid search.

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- Eleventh..understand how your website is performing and who is coming to your site.
- Twelfth...continually optimize your site and develop useful content to your visitors based on what's working.

GOT QUESTIONS? I GOT ANSWERS! call Me and  
I'll do my best to assist you:

760-613-9238

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