Website Design Preparation Checklist

10 Things to Address Before You Begin a Web Development Project

Many times businesses seeking a website redesign don't know what they want. They know they need a new or updated website, but don't know where to begin and how to start the process. This checklist will get you focused and help keep you organized so you can begin your web project on the right foot.

☑ **Define the goals of the site.**

Every business has differing goals for their website. It may be to support a product or service, generate sales leads, provide information for investors, media or press, increase brand awareness, and the list goes on.

☑ **Know what success looks like.**

Your business may measure success based on number of visitors, qualified sales leads, or another metric. Knowing what constitutes success in your book, will help you accurately adjust your website for future improvements and enable you to gage the impact of your design.

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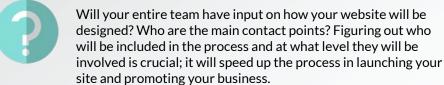
There are over 634 million websites world wide

☑ Know who the key decision makers are.

Will your entire team have input on how your website will be designed? Who are the main contact points? Figuring out who will be included in the process and at what level they will be involved is crucial; it will speed up the process in launching your site and promoting your business.

☑ Prepare your content strategy ahead of time.

Deciding what your content will say about your business, what voice you present it in, and who will write it, will ultimately drive your visitors' behavior. If you decide to outsource the work, make sure the company you choose accurately depict how you want your business reflected.

☑ Identify your target audience.

Your website should be designed entirely around who your customer is and what they are looking for on your site. Determining who your website will be directed towards will shape the content you include; it should be relevant and user friendly.

☑ Decide how your website will be maintained.

The best websites do not remain in a static state after launch. Will your developer support ongoing maintenance or will you be given a toolset to update your own content? Who will be making the changes? Decide who will be overseeing website updates in the beginning.

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☑ **Strategize how your site will attract visitors.**

Define your inbound traffic sources. Ensure your website is properly search engine optimized, or hire an agency to do this for you if you do not have in house resources available. There are other ways outside of the web to attract visitors you'll want to consider as well.

☑ **Choose how you will use analytics.**

Optimizing your website to be able to track engagement with your site, will help your business to get more traffic, leads, and sales. Software such as Hubspot, allows you to view who is visiting your site, how they became engaged, and tells you where you can improve.

☑ **Set up social platforms.**

Social media is one of the most effective ways to promote your website and business. You'll want to be able to include links to your social pages on your website and start connecting with potential customers as soon as possible. If you haven't already, begin to establish a social presence.

☑ **Keep the goal in mind.**

It's likely there will be multiple opinions and perspectives when planning the design. Ultimately what should be kept in mind is what will be most beneficial for the business and engage the most customers.

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