WEBSITE ESSENTIALS CHECKLIST

Strategy & Content

- ☐ Define primary website goals (leads, sales, bookings, awareness)
- ☐ Identify target audience and user personas
- ☐ Craft clear value proposition and key messaging
- ☐ Create consistent brand voice and tone
- ☐ Map content to each stage of the buyer journey
- ☐ Add clear, compelling CTAs on every key page
- ☐ Optimize content for clarity and readability

UX & Navigation

- ☐ reate a clear, logical site structure (sitemap)
- ☐ Ensure navigation is simple and intuitive
- ☐ Include search functionality (if needed)
- ☐ Make key information accessible within 1–3 clicks
- ☐ Design mobile-first and ensure responsiveness
- ☐ Follow accessibility standards (alt text, contrast, keyboard navigation)
- ☐ Test user flows for friction or confusion

Visual Design

- [ ] Align design with brand guidelines
- [ ] Use consistent colors, typography, and spacing
- [ ] Maintain strong visual hierarchy
- [ ] Use high-quality images and graphics
- [ ] Ensure readable font sizes across devices
- [ ] Keep layouts clean and uncluttered
- [ ] Maintain consistency across all pages

Technical Foundation

- [ ] Choose the right CMS for scalability and ease of use
- [ ] Select reliable, high-performance hosting
- [ ] Install SSL certificate (HTTPS)
- [ ] Implement regular backups
- [ ] Keep plugins/themes updated
- [ ] Optimize database and remove unused plugins
- [ ] Set up staging environment for testing

SEO & Performance

- [ ] Optimize page load speed
- [ ] Improve Core Web Vitals (LCP, CLS, INP)
- [ ] Compress and properly size images
- [ ] Use SEO-friendly URLs
- [ ] Write optimized meta titles and descriptions
- [ ] Use proper heading structure (H1–H6)
- [ ] Add internal linking strategy
- [ ] Submit sitemap to search engines
- [ ] Set up robots.txt

Analytics & Tracking

- [ ] Install Google Analytics (GA4)
- [ ] Connect Google Search Console
- [ ] Set up conversion tracking (forms, purchases, calls)
- [ ] Configure event tracking for key interactions
- [ ] Set up goals and funnels
- [ ] Test tracking to ensure accuracy
- [ ] Review data regularly for optimization opportunities