Website Design Checklist



FIRST THINGS FIRST

2nd Edition

V2b











SO YOU WANT TO BUILD A WEBSITE

WHAT NOW?





The IT Generalist Design Agency

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First things First

You want to build a website ..... What now?



Use this guide to really consider what you want to achieve and what's involved.



1. Why do I want a website? _____

2. What type of website do I want? (circle below)

Blog Business Sales Portfolio
Hobby 1 page Starter website Fix my existing site

3. Do I want to sell from my website? _____

4. What is my budget to build my site? _____

5. How involved will I be? (circle below)

A. Build it myself!

B. Manage it after design!

C. None, that's what Webmasters are for!

6. I have an existing site and need some help! (Go to page 3 below)

7. The changes I want are .... (Go to page 4 to add more details)



1. What is your domain name? _____

2. What type of website is it? (circle below)

Blog Business Sales Portfolio
Hobby 1 page Starter website

3. How old is your website? _____

4. Who built your existing website? _____

5. What is your budget to rebuild the website? _____

6. How involved will I be? (circle below)

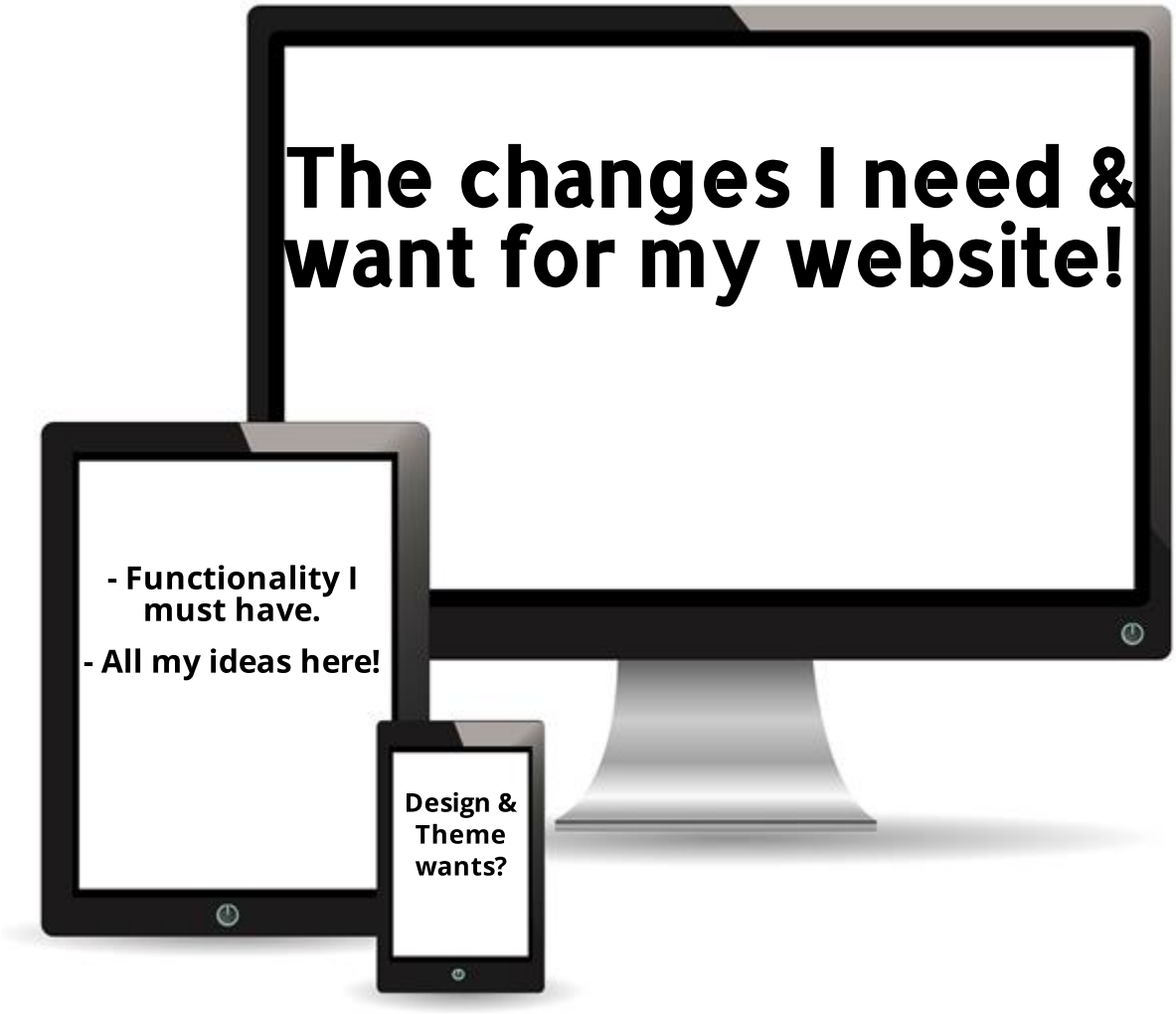
A. Manage it after design!

B. None, that's what Webmasters are for!

C. I have an existing site and need some help! (Go to page 3 below)

7. Do you have an existing Hosting plan? _____

8. The changes I want are .... (Go to page 4 to add more details)



Changes, Updates, Wants & Needs. Add them all below:

_____

_____

_____

_____

_____

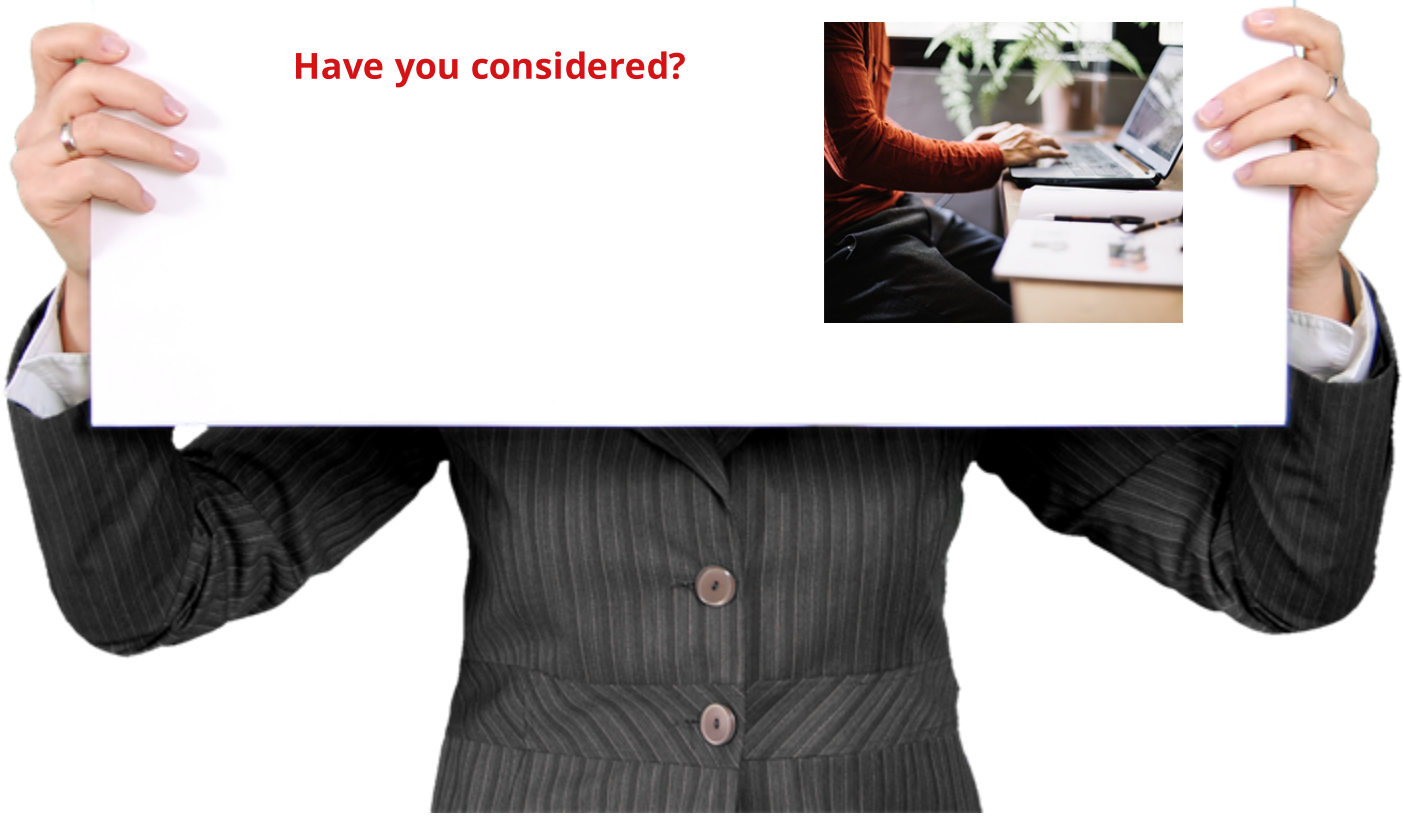
_____

_____

_____

_____

Website Planning Checklist



- Style Guides?
- **Domain Names?**
- Page, Post and Product content?
- Website look & feel?
- Hosting?
- Keywords and SEO?
- Media to use - images & video
- **Email protection**
- **How to attract website visitors?**
- Maintenance and upkeep?
- Backups, security, software updates?
- Marketing Budget, Google listings, Subscriber Lists?

If not ... keep reading for some tips on preparation.

STYLE GUIDE:

When creating a brand, a style guide is a set of standards to define your overall appearance.

Such as logos, images, fonts, sizing and colors. Note that a Company Style Guide can be a comprehensive document with strict rules, policies, procedures and guidelines.

A Style Guide provides brand consistency and separates you from your competition. Your style guide reinforces your brand identity.

When you have these fundamental elements documented, they create content consistent with the message, mood & feel you want to convey.

The below guide lists the basic elements to consider when planning a style guide for your website.

```
Style Guide: Fonts, size, colors, image types, dimensions,
colors etc. Primary, Secondary, Text, Accent.

TEXT

H1 - Heading 1: Font, Color, Size

H2 - Heading 2: Font, Color, Size

H3 - Subheadings: Font, Color, Size

Body Text: Font, Color, Size

Accent Text: Font, Color, Size

Color Schemes: Hex color codes

Background: Images, colors

Button 1. -  Normal and Hover Colors

Button 2. -  Normal and Hover Colors
```

But don't be overwhelmed! You can work with your favorite color choices to get your site started.

A PAGE or a POST?

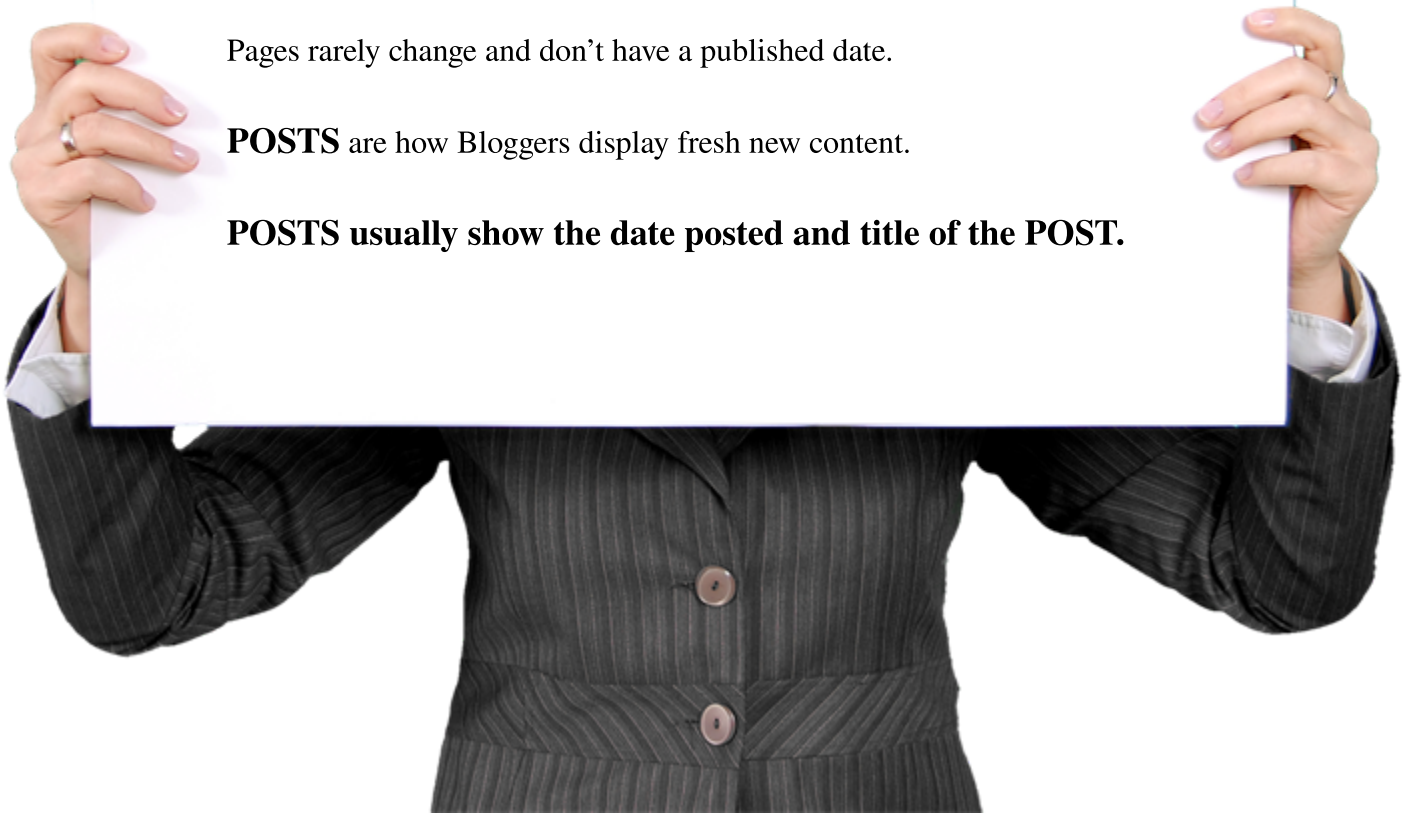
PAGES and POSTS are two different ways to organise content on your website.

PAGES generally display static content. Website pages such as HOME, ABOUT and CONTACT.

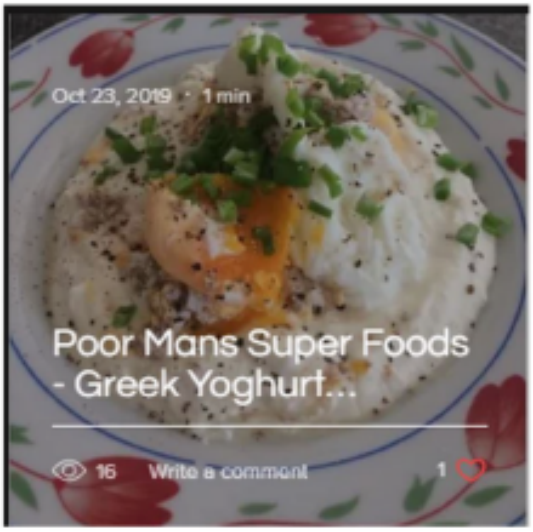
Pages rarely change and don't have a published date.

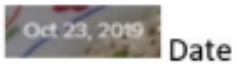
POSTS are how Bloggers display fresh new content.

POSTS usually show the date posted and title of the POST.



BLOG POST SNAPSHOT:

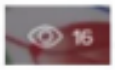




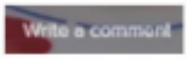
Date



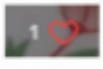
Read time



Views



Optional

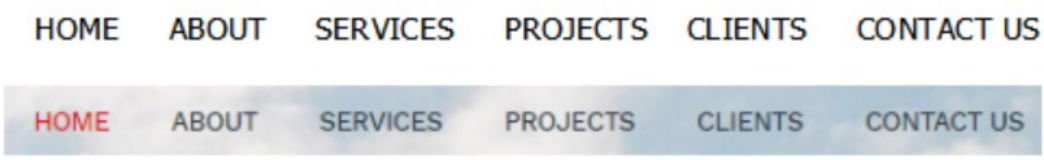


Likes

A POST can also feature details such as read time, how many views the post has had, and options such as leave a comment or likes.

And don't forget PRODUCT pages if you want to build a store or sell from your website.

Select your PAGES



Your PAGES form your Website **MENU** as shown above.

Create your own relevant titles. (Page Titles are up to your imagination and site needs)

DESIGN AGENCY HOME PORTFOLIO ABOUT

My Standard Page Names:

_____

_____

_____

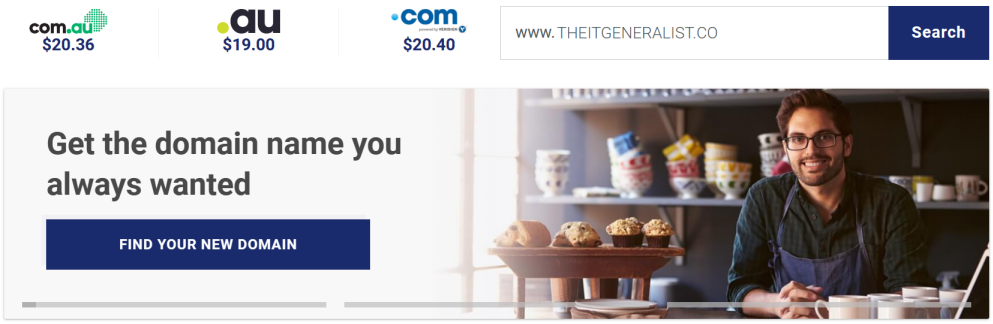
_____

My Custom Page Names

1. _____
2. _____
3. _____
4. _____

What's Next?
Easy as 1, 2, 3!

1. Secure Your Domain Name:



Owning your DOMAIN gives you peace of mind knowing your online journey is "real" as you now OWN your online Real Estate.

An important step in your online presence planning is to secure your domain. Even if you are not ready to launch or can't afford a full design package just yet.

Click the image or here to **Secure Your Domain Name Today.**

Visit: **https://domains.theitgeneralist.co**



What's Next?
Easy as 1, 2, 3!

2. "Planning your website presence"

For a more comprehensive understanding of what's involved in planning your website design. Get your copy of "A Beginners guide to planning your website presence" and complete the worksheets for all your website pages:



A Beginners guide to planning your online presence

This is a simple plan for beginners. Without basic planning, your dream website can be an exercise in frustration, lost time and probably many an abandoned website attempt.

An invaluable resource – Bloggers, StartUps, Dreamers, SMEs, Budding Entrepreneurs, Website planning for beginners.

BONUS: WORKSHEETS

Get your Beginners Guide here:

Click here to buy from Amazon

Or Contact Us for your FREE copy



What's Next? Easy as 1, 2, 3!

3. Select your Website Design package

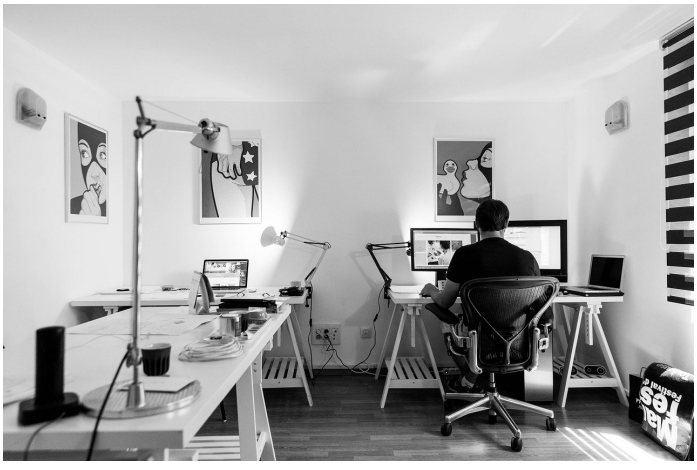
Author Website Packages

Website Design Options

- Personalised Domain
- Branded email
- Gmail Integration
- Portfolio Designs
- Intro ebook design
- Downloadable ebook links
- Flipbook videos
- Sales Pages
- 3D Covers
- Traffic Boosters
- Links to existing book listings
- QR Code Creation
- SSL Security
- Secure Hosting
- Digital Accessibility Solutions
- SEO - Search Engine Optimized content
- Social Links

Site Maintenance

Site backups, Software updates, Email management, Email Protection



If you have any questions, please contact The IT Generalist Design Agency today.

The IT Generalist Design Agency

What Now?



The IT Generalist Design Agency is here to help!

We understand it can be confusing and even intimidating preparing a website.

So we design websites so you don't have to.

After completing the questions herein, you will have a more defined idea of what your website requirements are.

- **Simply answer as many questions in the pages above as you can**
- **Refer to the Website Planning Checklist on Page 4**

Email your answers, preferred time & contact method

Contact Us:

Do you have more questions?

Would you like to get your website project moving?

Simply email a copy of your answers and any questions to: webmaster@theitgeneralist.co

Visit our website https://theitgeneralist.co/contact





Thank You

We Welcome Your Feedback

Get in touch if you have any questions

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