



THE COMPLETE WEB DESIGN

Checklist

A no-nonsense checklist to assist you with building a website.

CHRISTASTEPHENS.CO

Introduction



Designing a website is difficult, just like growing a succulent. Let's be honest. If determining what information you need to get started and where to place that info makes your skin feel prickly like a cactus - you're in the right place friend.

Here's a checklist to start you on your journey. Use it to discover what you need to build a website and check off what you completed as you go.

By the time you finish the checklist, you will have learned more about web design and be will on your way to launching your website. You can always reach out to me for help. By the way, don't forget to water your plants while you're working on your website.

[BOOK A CONSULTATION](#)

LAUNCH CHECKLIST

You chose your platform and you designed your website. Now it's time to launch. Use this list as a guide for launching your website.

- WEBSITE PURPOSE**
What is the main purpose of your website? Write it down.

- SITE MAP**
The navigation of your website. Ex: About, FAQ, Services

- WIRE FRAME**
A placeholder version of your website.

- CALL TO ACTION/INFORMATION ARCHITECTURE**
What actions will people take on your website? Ex: Learn More, Contact Us

- WEBSITE CONTENT**
Pictures, Words, Mission Statement - What will you add?

- BRAND KIT**
How do you want people to feel when they think of you?

LAUNCH CHECKLIST

- WEB HOSTING/ WEB BUILDER**
Wix, GitHub, Squarespace? Besides price, what does it offer?

- DOMAIN NAME & EMAIL ADDRESS**
.com, .dev, or .app? Just make sure it's secure with https.


- META DESCRIPTIONS & TAGS**
It's part of SEO. Look great across all search engines.

- WEBSITE POLICES**
Terms and Conditions, Privacy Policy, Return Policy.

- COPYRIGHT/TRADEMARK**
Every state and country is different. Protect your work.

- OPTIMIZATION**
Does your design work on mobile? Tablet?

- ADA COMPLIANCE/USER TESTING**
Alt text, headings, font sizes and colors are important.

- LAUNCH**
Push the button, you're done friend 

INSTRUCTOR



CHRISTA STEPHENS

CEO | Founder

Science has helped me take my career to interesting places – from being an Environmental Health and safety Manager, Yoga Instructor, and Software Developer, and now I'm the CEO of my digital marketing agency - Christa Stephens. The best part is that I get to follow my creativity while helping others grow their businesses.

SHOW OFF YOUR WEBSITE

Easy Peasy right! Now it's time to share your work of art with your network. I can't wait to see what you came up with. Tag me on social media as you're working through designing your website and when it's finished.

#DesignWithChrista

Haven't finished your website yet and need help? Or know a friend that can use a hand with their business? Sign up for a consultation and refer a friend. If your friend signs up for services, you both get a discount!

COUNT ME IN



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