

# THE CHECKLIST

## Website Development Preparation Checklist

DO YOU HAVE EVERYTHING READY?

Let's make sure you have everything that we will need to complete your project on time and on budget ready to supply to us at the start of your project. This is a checklist of items typically needed to complete most website builds. Check off the items you have, and if you have all the MUST HAVE items for the type of website you're looking for, you're ready to get started, everything else we can help you get along the way.

## STANDARD WEBSITE REQUIREMENTS

A standard website could be anything from a single page scroller to a much larger multi-page site. It doesn't have any e-commerce or selling/payment pages.

### MUST HAVE ITEMS

- ☐ **WEBSITE TITLE** | A title or name for your site. Normally this would be the company name but you could also include a couple of key services or products with the company name to use for the site name. This will help with search ability with Google and other search engines.
- ☐ **LOGO** | A logo for your website is a pretty important component with establishing and maintaining any form of branding for your company. Ideally you would supply us your logo in a vector EPS format as that gives us the most flexibility to utilize the logo as needed. If you don't have a vector EPS format then the next best option is a PNG format with a transparent background. The larger the file size the better if you need to supply it as a PNG. If you don't have a PNG file then JPG format is the next option. This option isn't as ideal as it will have a white bounding box around the logo which makes it a little more restrictive as to how we can use it on the site. Again the larger the file size the better with JPG.  
  
If you only have a low res JPG version of your logo don't worry, if you like we can take that low res file and redraw it for you then supply you with a vector EPS file of your logo so you have it for your company moving forward. If you don't have a logo for your company, we can help you with that as well but if you are not ready to get a logo, we can simply put your company name in the header of the site until you are ready to get a proper logo.
- ☐ **IMAGES** | Ideal image size is 1200-2400 pixels wide or higher for best quality results on the site. A typical file size for images of this size would be 2-3MB up to 5-7MB. If your image file sizes are smaller than this, they may not look very good when used on the site. Photos should be properly named with a name that is both relevant to the content of the photo and include the company name/title of the website. This will help with SEO (Search Engine Optimization) on your site and make it easier for Google to find you. So for example a photo of one of your team members could be named "[CompanyName\\_TeamPhoto\\_EmployeesName.jpg](#)".
- ☐ **CONTENT** | This is something we can help you write if necessary but ideally you would supply us with all the text you want included on each page of your website. If you need help with writing the text, let us know and we can walk you through the process for us to help you write your text.
- ☐ **A GOAL** | Why are you building this site? What do you want to sell, create or tell people about on this site? Having a clear picture of this as well as who you're trying to reach, can be very helpful with the design of your site.

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## E-COMMERCE WEBSITE REQUIREMENTS

An e-commerce website has all of the same requirements listed above but also has shopping or scheduling and payment info needed. Here are all of the MUST HAVES for e-commerce.

- ☐ **PRODUCT OR SERVICE IMAGES** | For **Service Images**, staged action shots are great (for example if you're a Personal trainer you'll want images working with a client in a well lit area). An ideal **Product Image** would be the product shot straight-on, on a white background. Secondary Product shots could be a 3/4 view, side view, rear view and environment shots (the product in a setting with props or on a shelf with other products). If the product is a packaged food item, a close-up of the label and the ingredients/nutritional info would be good to have as well. Remember the same proper naming rules apply to these images as well. The ideal ratio for all product shots would be square and at least 1200 x 1200 pixels or larger.
- ☐ **PAYMENT** | You will need to have an account set up to accept online payments if you're going to be selling through the website. The easiest and most recognized are PayPal and Square.
- ☐ **ADDITIONAL CONTENT** | You will need product or service descriptions for everything you're selling on your site. Again this is something we can help you write if you are not sure how to get started.

Now that we've determined all the MUST HAVE items to get started building your site, here is a list of items that you will need at some point before we are ready to go live but are not required for us to get started building your website. Again, we can help you get any of these items if you need the help, and these items will make the process of creating your website much smoother, quicker and best of all cheaper. The more prepared you are with these items the less we need to do for you. Have a look at the items below and see what else you can have ready to help save time and money.

## ADDITIONAL ITEMS NEEDED

- ☐ **DOMAIN** | A website address or Domain name is very important and you'll need to purchase this before your site can go live. We can help you find one that's available, buy it and connect it to your website once the site has been approved by you to go live. If you want to secure your domain name yourself, we use hover.com to secure our domain names and you can use this company as well. Another popular registrar is GoDaddy. No matter who you choose to register your domain name with, if it isn't us then we will eventually need admin access (user name and password) to the domain to point it to the site when it is ready to go live.
- ☐ **LEGAL CONTENT** | Privacy Policy, Cookies Policy, Terms of Service, and Terms and Conditions. Depending on the type of site you are building and if your selling products/services, you will need several if not all of these legal pages. It is now required in Canada for all websites to have a Cookies policy which connects to a privacy policy. If you would like these legally written for you, we have partnered with a paralegal who writes most of the legal documents for our clients and they would be happy to help you. Although we don't recommend this route, you can also get many of these documents free online, we can show you the websites that can help with that as well. The reason we don't recommend the free options available is because these are more generic documents, not written specific to your business or industry and therefore you may not be properly protected with them. Remember these documents are in place to protect you.
- ☐ **COMPANY EMAIL** | Once you have your domain name, it is best to get proper email setup under that domain name. We highly recommend you setup proper email for you and your team through the business domain name, it is far more professional looking, it legitimizes the business and is track able and trustworthy. Using options like Hotmail or Gmail for your business is not what you want to be doing. If you would like help setting up your email, we have an IT company we have partnered with that can do this for you. The process is very easy and cost effective.
- ☐ **DESIGN THEME** | If you are looking to create a professional consulting website, it will use very different colours, fonts, images and flow than a website selling bow ties for puppies. Knowing your target audience and what they are looking for on your site will drive your theme. We can definitely help you create a theme with colours, fonts, and even additional images, once we know your goals and have seen your images. If you are not sure who your target audience is, again we can help you with this, we have a business coach partner that has a free program that will help you determine who your ideal client is.
- ☐ **KEY WORDS/PHRASES** | These are words or phrases that you think your target audience would use to search for your product or service online. Try to have a list of 10 that we can use throughout your site to help improve your SEO. When you are writing the content for the site pages, keep these key phrases and words in mind and try to utilize them as often as you can throughout all the pages.
- ☐ **SOCIAL MEDIA** | This is something you don't necessarily NEED to have but more and more people are looking for Social links on websites. Creating business social media pages is fairly easy and it's a free place to market yourself to a large audience. The most popular sites are Facebook and Instagram for companies who sell direct to consumer (B2C) and for companies that are more business to business (B2B) as opposed to business to consumer then you want to be on LinkedIn. With that said, it also doesn't hurt to be on all three platforms no matter what type of business you have. Additional social media platforms that could also be worthwhile to be on are Twitter, YouTube and Pinterest.

**Note:** if you don't have the needed Must Have items, we can't even get started building your website. This is your starting point, get these items together first and then we can begin. If you need help with any of the items listed, give us a call to discuss. We can help you create a logo, write your website text and find great stock photography if you don't have photos.