



Website Getting Started Checklist

Work through these steps in order and tick each box as you go. Plan first; colors and fonts come last.

1 Plan before you build

- ☐ My one main action: the thing I most want visitors to do next

- ☐ My best customer, in one sentence

- ☐ What success looks like in six months (more calls, bookings, orders?)

2 Domain and platform

- ☐ Check that my domain name is available

Try your business name with .com first. Short, easy to say, easy to spell.

- ☐ Register the domain in my own name and account

Usually about \$10 to \$25 a year. Never let someone else own it for you.

- ☐ Answer the three platform questions

How comfortable am I updating my own site? How much will it need to grow? What is my budget, upfront and monthly?

- ☐ Save every login (domain, hosting, platform) somewhere safe that I control

- ☐ My platform: _____ My monthly budget: _____

3 Gather your content

- ☐ My page list (start with 4 to 6): Home, About, Services, Contact, _____

- ☐ Service descriptions, written the way my customers talk

- ☐ Ten or more real photos of my business, team and work

- ☐ One to three customer testimonials, with permission to use them

- ☐ Logo files in dark and light versions (PNG or SVG)

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Website Getting Started Checklist (continued)

4 Build: the homepage essentials

- ☐ A headline that says what I do and who I do it for
- ☐ A phone number or contact method visible without scrolling (tap-to-call on phones)
- ☐ One clear next step (call to action) on every page
- ☐ My location or service area
- ☐ At least one review, testimonial or client name
- ☐ The site works well on my phone
- ☐ The padlock (HTTPS) shows in the address bar
- ☐ The contact form is tested and messages arrive in an inbox I check
- ☐ Every image has a short description (alt text)

5 Launch and get found

- ☐ Claim and complete my Google Business Profile
Free at business.google.com
- ☐ My name, address and phone number are identical everywhere
- ☐ My platform's search visibility setting is ON
Some platforms hide new sites from search engines until you change it.
- ☐ Google Analytics and Google Search Console are connected
- ☐ The five-second test with a friend
Do they know what I do? Does it look trustworthy? Is the next step obvious?

6 Keep it fresh, every month

- ☐ Hours, prices and photos are up to date
- ☐ Test the contact form
- ☐ Check visitors and inquiries in Google Analytics
- ☐ Person responsible for updates: _____

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