



# 15 STEPS TO AN AMAZING WEBSITE : CHECKLIST

## RESEARCH TASKS

- 1. USER RESEARCH
- 2. MARKET & COMPETITOR RESEARCH

## DESIGN TASKS

- 3. PLAN SITE LAYOUT & MAKE IT RESPONSIVE
- 4. TEST LAYOUT USING WIREFRAMES
- 5. ESTABLISH YOUR BRANDING

## CONTENT TASKS

- 6. SOURCE AND OPTIMIZE YOUR IMAGES
- 7. CREATE ENGAGING, ON-BRAND COPY

## MARKETING TASKS

- 8. MAKE SURE YOUR TRACKING CODES WORK
- 9. CONNECT INTEGRATIONS AND PLUG-INS



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## TECHNICAL TASKS

- 10. REGISTER YOUR DOMAIN NAME
- 11. FIND A RELIABLE WEB HOSTING SERVICE AND PLUG-INS
- 12. SET UP YOUR SSL CERTIFICATE

## COMPLIANCE TASKS

- 13. INCLUDE SITE DISCLOSURES
- 14. CONSIDER DATA PROTECTION LAWS

## TESTING TASKS

- 15. ENSURE YOUR WEBSITE IS FUNCTIONING WITH USER TESTSES