



# WEB DESIGN CHECKLIST

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*“Transforming your ideas into web design solutions.”*

We hope this checklist helps to more clearly define the vision and goals for your website.

## **Getting to know your business**

- Tell me a little about the products and/or services you provide.
- Describe your potential website audience (age, industry, income, male/female, etc.).
- What do you like or dislike about your main competitors' websites?
- What sets you apart from your competitors?
- What is the main purpose/goal of your website?

## **Web design is all about content**

- Have you already purchased a domain name and hosting?
- What is your new website address?
- Who will maintain your website's content?
- How should your visitors perceive your business?
- Do you already have content (copy or images) for the website?
- Do you already have completed social media profiles?
- If you were looking online for your business, what keywords or phrases would you type in the search box?
- Which of the above keywords is most important? Second?

## **Web design look and feel**

- Do you already have a logo or branded materials?
- Do you currently use consistent colors or branding?
- Are there other website designs you particularly like?