

# Website Planner Checklist

ZEGA DESIGNS

SITE START DATE:

TO DO:

TO CONTACT:

TO RESEARCH:

LAUNCH IDEAS:

LAUNCH / DEADLINES:

NOTES:

- Research ideal audience for website
- Decide on what pages are needed
- Decide on what pages are needed
- Research inspiration (get pinning!)
- Begin drafting page content OR
- Seek out a professional copywriter
- Begin sourcing images for the site pages OR
- Seek out a professional photographer
- Purchase custom domain name + email address
- Set up any newsletter lists + funnels
- Set up any 3rd party forms that need embedding
- Proofread, grammar/spellcheck content
- Decide on final image/image options for site
- Review and finalise content for website
- Check links/social handles/passwords are correct
- Complete all homework set by designer
- Collate all content in one location (like a folder)
- Share final content with site designer or DIY site

# Website Content Checklist

ZEGA DESIGNS

## SITEWIDE/GENERAL

● LOGO

## SHOP

- PAGE TITLE
- BRANDING - FONTS, COLOR PALETTE, GRAPHICS
- SOCIAL MEDIA PROFILE LINKS
- POP UP CONTENT (TEXT, IMAGE, ACTION)
- MAIN NAVIGATION LINKS
- FOOTER SITEMAP LINKS
- LEGAL LINKS
- CONTACT INFORMATION
- FAVICON
- SOCIAL SHARING IMAGE
- SEO DESCRIPTION

## HOME PAGE

- HEADER/BANNER IMAGE
- MAIN CONTENT AND IMAGES
- MAIN HEADLINE/TAGLINE
- HEADER BUTTON TEXT
- SHORT ABOUT/INTRO
- CALLS TO ACTION
- SECTION CONTENT
- NEWSLETTER SUBSCRIPTION CONTENT

## ABOUT

- PAGE TITLE
- HEADER/BANNER IMAGE
- MAIN CONTENT AND IMAGES
- SOCIAL MEDIA LINKS
- CERTIFICATIONS OR ACCREDITATIONS
- MEDIA OR FURTHER READING LINKS
- CALL TO ACTION
- SEO PAGE DESCRIPTION

## SERVICES

- PAGE TITLE
- HEADER/BANNER IMAGE
- MAIN CONTENT AND IMAGES
- SUMMARIES
- PRICING
- CALLS TO ACTION
- SEO PAGE DESCRIPTION

## BLOG/PODCAST

- PAGE TITLE
- BLOG POSTS OR SHOW NOTES
- POST THUMBNAILS
- SIDEBAR CONTENT
- CATEGORIES
- TAGS
- EMAIL OPT IN

# Website Content Checklist

ZEGA DESIGNS

## BLOG/PODCAST (CONT.)

- LOGO
- AUDIO FILE EMBED LINKS
- SEO PAGE DESCRIPTION
- PRODUCTS
- TITLE
- CATEGORY
- DESCRIPTION
- VARIATIONS (COLOR, FEATURE, SCENT, INGREDIENTS ETC)
- IMAGE
- PRICE
- INVENTORY/STOCK
- DIMENSIONS AND WEIGHT (IF CALCULATING SHIPPING)
- SHIPPING METHOD(S) AND COSTS
- PAYMENT METHOD(S)
- DISCOUNTS/COUPONS
- CUSTOMER NOTIFICATIONS PERSONALISED TEXT
- SEO PAGE DESCRIPTION

## CONTACT

- PAGE TITLE
- LOCATION/STORE IMAGE
- HOURS/TIMEZONE
- PHONE NUMBER
- EMAIL ADDRESS
- CONTACT FORM FIELDS
- PHYSICAL LOCATION FOR MAP
- SUPPORTING TEXT
- AREAS SERVICED
- SEO PAGE DESCRIPTION

## SUPPORTING CONTENT

- DOWNLOADS AND RESOURCES
- TEXT FOR ALL BUTTONS, SUBSCRIBE, SIGN UPS
- TESTIMONIALS (OPTIONAL: IMAGES, LINKS)
- 404 PAGE CONTENT
- DUBSADO EMBED CODES OR LINKS (CLIENT TO GENERATE)
- VIDEO EMBED CODE (CLIENT TO GENERATE)
- EMAIL ACCOUNT ACCESS (MAILCHIMP, FLODESK ETC)
- DOMAIN REGISTRAR LOGIN DETAILS OR DELEGATE ACCESS
- MAILING LISTS TO ADD SUBSCRIBERS TO
- FAQS

# Website Content Checklist

ZEGA DESIGNS

## TRACKING / SCRIPTS / PLUGINS

- FACEBOOK PIXEL CODE
- ANALYTICS CODE
- LIVE CHAT SCRIPT
- PLUGIN OR INTEGRATION CODES FOR  
THIRD PARTY TOOLS

## LEGAL

- PRIVACY POLICY
- TERMS AND CONDITIONS
- COPYRIGHT STATEMENT
- COOKIE DISCLAIMER