

SMJ Design
Co, LLC

Website Planning Checklist

Your Roadmap to a Stellar Website

Creating a successful website is like embarking on a journey. Before you hit the road, you need a detailed map. In the world of web design, that map is your website planning checklist. It's a crucial tool that helps you navigate through the intricacies of website creation, ensuring a smooth and successful ride. Whether you're a seasoned designer or a business owner looking to understand the process better, this checklist will serve as your comprehensive guide.



Define Your Website's Purpose:

Clearly state your website's primary goals and objectives. What do you want to achieve with this website?



Identify Your Target Audience:

Describe your ideal website visitors. Who are they, and what are their needs and preferences?



Gather Content:

Prepare all the text, images, videos, and other media you want to include on your website. Ensure content is well-organized.

Determine Your Branding:

Share your brand guidelines, including logo files, color codes, and typography preferences. If you don't have these, let's discuss creating a consistent brand identity.

Outline Features and Functionality:

List any specific features or functionalities you want on your website, such as bookings, e-commerce capabilities, user registration systems, and more.

SEO Strategy:

If you have keywords or phrases you want to target, provide them. Discuss your SEO goals, if any.

Budget and Timeline:

Define your budget for the project and any specific deadlines you need to meet.

User Experience (UX) Preferences:

Share any preferences or examples of websites you find user-friendly and visually appealing.



Legal Requirements:

Inform us of any legal requirements for your website, such as privacy policies, terms of service, or accessibility standards.



Contact Information:

Provide up-to-date contact information for key project stakeholders and decision-makers.



Communication Preferences:

Let us know your preferred method of communication and how often you'd like project updates.



Additional Content:

Mention any additional functionalities or third-party integrations you anticipate needing in the future.



Post-Launch Plans:

Consider your plans for website maintenance, content updates, and marketing strategies after the site is live.

Conclusion:

By completing this checklist, you'll provide us with valuable insights and resources to create a website that aligns perfectly with your vision and goals. Our collaborative effort will result in a website that not only meets but exceeds your expectations. We look forward to working together on this exciting project!

Contact:

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