



Toowoomba Web Design

Website Checklist

Launching a website?

Here's a checklist of everything to consider when building your online presence.

DOMAIN NAME



Register your domain name

If you want a website you will need a domain name.
You can register any domain name variation available
(ie: .com & .com.au). We can register a domain name for you.

SET GOALS



What is the purpose of your website?

A simple brochure style, an informational or ecommerce site.
Consider what you would like your website to do.

- Drive sales
 - Email enquiries
 - Phone calls
 - Downloads
-

CONTENT



Content and site mapping

What do you want customers to see?
Create a document with content in order of priority. This will
help determin the amount of pages & type of site you need.

BRANDING



Compare your brand

Check out your competition's branding and assess yours. Take notes on what you like and don't like. Navigation, font types and colour scheme tie it all together so it belongs.

BUILD



Revise your website during build

View your website as its built to ensure the end result. We build on your hosting or we can supply hosting for you. Builds on our host server can avoid issues, but its not essential.

PRE-LAUNCH



Get your site ready for public access

Your website is almost ready. Create and configure a few things to get a good start:

- Create a sitemap.xml
 - Verify Website with Google
 - Add Google Analytics to Website
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MARKETING



Build a marketing strategy

Now you have a website, driving traffic is the main goal.

- Create Social Pages
- Create a Google My Business page
- Optimise for Keywords
- Look into Google Ads (PPC – Pay Per Click)



GET STARTED

A website is an almost silent partner working for you 24/7.

Call us now: (07) 4615 5397 or 0418 168 678.

Request a website quote:

<https://toowoombawebdesign.com.au/website-quote/>

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