

Website Planning Checklist

- Define your website's purpose (e.g. portfolio, blog, online store, booking site).
- List the main pages you need (e.g. Home, About, Services, Contact, Blog).
- Identify your target audience and what they care about.
- Gather examples of websites you like (note design, layout, color, features).
- Decide on your branding: logo, color palette, fonts, tone of voice.
- Write a short project brief (1-2 paragraphs outlining your vision).
- Choose must-have features (e.g. contact form, booking system, blog, chat).
- Decide on your preferred platform (e.g. WordPress, Shopify, Wix).
- Set your budget and timeline.
- Prepare your content: text, images, videos, testimonials, etc.
- Know your domain name and hosting situation (new or existing).
- List 2-3 questions to ask your website designer/developer.
- Decide if you'll need ongoing maintenance/support after launch.