

website checklist



Website Checklist

When starting your new website project, there are a number of key components and functions that your website ought to have. This checklist is designed to help you manage the most important items needed. Use this list to plan and communicate with your web developer when beginning your website project.

1. Design, Creative, and User Experience (UX)

These items are generally very visual and tactile. They deal with helping the customer get what they need quickly and easily.

- Mobile-first, touch-friendly, responsive design that works well on all devices
- Design accurately reflects our company's brand; pushes our brand forward
- Clear, simplified and easy to understand website interface
- ADA conformance/accessible at WCAG 2.0/2.1 AA standards
- Effective, easy to find internal search
- Voice-enabled internal search
- Thorough testing in a wide variety of devices and browsers

2. Use an established, supported Content Management System (CMS)

Most modern websites use some sort of content management system to handle content without coding. We generally recommend Wordpress but here are some things to look for in a CMS.

- Extensible and expandable (plug-ins, custom development, etc.)
- Not locked into or dependent on a specific vendor
- Easy and fast to use for all regular tasks, including:
 - Creating a new page
 - Updating navigation
 - Duplicating pages and content
 - Updating page content (images and text)
 - Updating data sheets or tables
- Managing promotional content
- Adding landing pages
- SEO management and optimization
- Creating blog posts
- Creating video and image galleries
- Managing integrations (social media, landing pages, tracking, forms, etc.)
- Advanced content such as accordions, graphs/charts, embedded HTML

3. Easy integration with a variety of third-party services, such as:

- Secure Forms
- Calculators
- Maps (Google Maps, locator service)
- Analytics with event tracking
- Membership systems
- Surveys, feedback
- Social media/digital marketing
- Custom code
- eCommerce Platforms

4. Website Security and Hosting Must-haves

- Written, understandable security policies and processes
- 24/7 malware monitoring, uptime, speed, and software updates
- Hosted in a major, secured, fully staffed data center near your company
- Daily backups with a fast recovery process
- Customer data secured and separated from website data

5. Support when we need it:

- Initial staff training at launch with additional training when needed
- Ability to handle additional changes as needed at our direction
- Emergency after hours support
- Coverage and continuity when staff are out of the office
- Maintaining Accessibility and ADA Compliance

Below are additional capabilities that can add to your overall customer experience and the performance of your site but aren't necessarily critical when you launch your website.

6. SEO and Optimization Services:

- SEO strategy and planning services
- Content creation (research, writing) services
- Existing content editing and optimization
- Tools in CMS for assessing and improving content

7. CRM/Marketing Automation:

- Integration with a CRM solution
- Personalization based on user behavior/characteristics
- A/B testing and tracking
- Custom landing pages and microsites

8. Additional Site Capabilities:

- Blog
- Chat/chatbots
- Comments and ratings
- Intranet
- Private section for Board Resources
- Multiple languages
- Additional Recommendations

Important factors for evaluating vendors:

9. What kind of company do we want to work with?

- Experience in designing websites for your specific company niche or industry
- Understanding of website as cornerstone of marketing and branding
- Compatible culture and mutual trust (someone we can work with)
- Additional areas of expertise that we might be able to draw upon