

Website Planning Checklist: New Paradigm Marketing

Please note that this checklist serves as an organizing tool to use when tracking what you have and haven't done in preparing your website project. For tips on how to do some of the various steps, such as content preparation, SEO, home page strategy, etc. see the resources available on our website or contact us for a personal consultation.

<input checked="" type="checkbox"/>		Explanation	Details / Your Notes
	Domain Name	Your website address: yourcompany.com	
	Registrar	The place you registered your domain	
	Account Username	The username for your main Internet account	
	Password and Phone PIN	Password for your main Internet account and PIN, if you have one	
	Email Used to Register	The email address for your main Internet account	
	WordPress Host Account	Especially recommended for WordPress accounts	
	Username	The username for your host account	
	Password	The password for your host account	
	ftp Username	ftp account username (different from main host access info.)	
	ftp Password	Password for ftp account	
	Logo	Your logo file in jpg or png file format	
	Colors	Provide RGB or HEX codes, or else a link to an online sample	
	Main Color	This color will predominate in your design, reflects your branding	
	Second Color	Accompanies and offsets your main color	
	Third Color	Typically used sparingly as an accent color	
	Header Content		
	Tagline	Phrase that nutshells your business and/or the value you offer	
	Social Icons/Links (if appl.)	Link to your page on each social media site you want shown	
	Home Page		
	Slider images (if appl.)	Slider images should be panoramic (wide) layout, (e.g. 3:1 ratio)	
	Slider content (if appl.)	Provide the text you want to appear on each panel of your slider	
	Widgets/Action Devices	Outline sign-up forms, special feeds, etc. for your home page	
	Site Content	Read: website project organizer and content thought starter	
	Strategy	Plan content and actions to meet your business objectives	
	SEO Keywords (if appl.)	If on-site SEO is desired, provide initial keyword list (prioritized)	
	Site Outline	Organize your site with main pages and their subordinate pages	
	Home Page Content	Address the purpose of a home page: see our blog post on this	
	Remaining Site Content	Prepare clearly labeled content for each page in Word or RTF file	
	Images	Provide image files or file names of stock photo selections	
	Webforms	Information capture forms	
	Field names	Describe the fields and actions that will guide user submissions	
	Email	Provide the email and password for submission forwarding	
	Action Communications	Plan success page and auto-responder content	