

Website Design Checklist





WELCOME

About the Checklist

This Web Design Checklist was written to help you gather everything you need for your up and coming website design project.

Follow these steps to ...

- Speed the design process.
- Minimize costs.
- Have a better finished product.

In this document, you'll find both "To Do" items and Questions To Answer. By the end of this checklist, you'll have everything a web designer will need to start your web design project.

A flat-lay photograph of a desk with various items. In the top left is a white coffee cup with orange latte art on a white saucer. To its right is a closed silver laptop with a black camera lens sticker. Below the laptop is a smartphone with a purple and white marble case. To the right of the laptop is a white notebook with a small line drawing of a person on its cover. In the bottom left, a hand holds a white coffee cup with orange latte art on a white saucer, which is placed on an open, lined notebook. To the right of the notebook is a pair of black-rimmed glasses. The background is a plain, light-colored surface.

SECTION ONE

THINGS TO GATHER

AND HOW TO
ORGANIZE THEM

Gather The Essentials

WEB COPY,
PHOTOS, GRAPHICS

You'll learn more about web copy, photos and graphics in the following pages, but first let's talk about how to best ...

Stay organized.

Keep all of your digital notes and files in one place.

We suggest you drop files into an online cloud storage folder. Examples are Google Drive and Dropbox.

These make it quick and easy to share everything your web designer will need to complete your project.



About Google Drive

Google Drive is a useful, and free, web design project tool. To use it, log into your account and ...

1) **Create and share folders.** To create a new folder, click New (at top left) and select Folder. You can then share the folder with anyone you want by adding their email address.

Set up one main folder. Title it "[Your company name] Web Design Project". Drop text documents into the folder. This includes copywriting and notes about each of your web pages.

In the Web Design Project folder, add one folder for Photos and another for Graphics.

2) **Create text documents.** You can make new text documents in Google Drive. These are called Google Docs. Before adding your document, click into your main Web Design Project folder. Then, click the New button (at top left). Select Google Docs > Blank Document.

3) **Collaborate easily.** Multiple people can review, comment on and edit a Google Doc at the same time. Changes are visible to everyone in real time. Now there's no need to save, export and email new versions every time there's a change.



About Dropbox

Dropbox is another cloud storage option, but with fewer features than Google Drive.

Like Google Drive, you can create and share folders. **However, unlike Google Drive, you cannot create text documents.**

If you choose to use Dropbox, you'll need to create documents in the word processing tool of your choice.

Examples of word processing tools are Microsoft Word or Google Docs.

When you're finished with a document, save the file and download it to your computer. Then, go to your Dropbox folder and upload the text document.

Like Google Drive, when you want to add a photo, go to your Dropbox and either upload photos or drag the files from your desktop into the folder.

About Photos & Graphics

Photos can make or break your website. Whether you use quality stock images or hire a photographer, professional images are a must.

Photos and graphics you've licensed or hired for your website should go into shared folders and be given to your designer at the start of the project.

Websites where you can license images and graphics include:

- [Shutterstock.com](https://www.shutterstock.com)
- [Stock.adobe.com](https://stock.adobe.com)
- [Bigstockphoto.com](https://www.bigstockphoto.com)

You can also find free stock images at the following websites:

- [Pexels.com](https://www.pexels.com)
- [Unsplash.com](https://unsplash.com)
- [Pixabay.com](https://pixabay.com)





SECTION TWO

COMMUNICATIONS

(WEB COPY)

Words On the Page

You might be surprised by this, but most web designers don't write the words that go on your website.

And, unless your web designer is a marketer or copywriter, you probably wouldn't want them to!

In this section of the checklist, we've provided a number of questions to help you gather essential information for your web page copywriting.

The goal of this section is to help you write persuasive copy for your web pages, so you can send it to your website designer at the start of your project.

Have your copy ready from the start. This way, your designer can build around it, rather than the other way around. Doing this, you'll save extra fees and forgo the hassle of design changes.

Want to leave copywriting to the pros? Vox Pop Marketing provides add-on copywriting services. We also offer *copy editing*, at no extra cost, available for select design packages.



COMMUNICATIONS CHECKLIST

TO DO

01 TESTIMONIALS

Gather written and/or video testimonials.

TO ANSWER

- 1) Who is your target client?
- 2) What are the biggest struggles or issues that your service helps them with?
- 3) What case studies or figures have prompted a “wow” response from prospects? (Highlight the key aspects of these in your writing.)
- 4) What is your primary value proposition? Or, what makes you THE choice in your niche?

TO ANSWER

5) What transformation does your service provide? How will your customer's lives be different? (Focus more on the benefits and transformation your service brings than the features of it.)

6) What common objections or hesitations cause prospects to drag their feet or decide against your service? (Address these and write about why their concerns are unfounded.)

NOTES



SECTION THREE

THE DESIGN

THINGS TO CONSIDER



WHAT YOU
NEED TO KNOW

Before You Hire a Designer

Having an attractive website doesn't guarantee you web traffic. It's also (unfortunately) possible that it will NOT help you get new business. Here's why ...

A lot of web design companies are great at making appealing websites. But they aren't marketing or lead generation experts.

If you want your website to be a sales tool, it's important to get guidance from a copywriter and someone who specializes in landing page design and conversions.

How We Can Help

Vox Pop Marketing specializes in Web Design, Marketing Communications and Lead Generation. We can expertly consult you and ...

We can put plans to action by designing your website. The result is an attractive, professional website that gets more leads and helps you close the sale.

WE CONSULT ON THE FOLLOWING:

- 1) **The design of your web pages.** A strategic and structured page design helps visitors immediately understand what you do and the value of your services.
- 2) **The words on the page.** We help clarify and invigorate your messaging to entice visitors to learn more.
- 3) **Lead forms.** We identify your lead segments and consult on high value lead magnets you might offer. We also advise on the best lead form designs for attracting leads and where to put them on your website.
- 4) **Online marketing.** Every lead-rich business needs a marketing strategy. We advise and provide ways to drive traffic to your lead-optimized website.



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DESIGN CHECKLIST

TO DO

- 1) Choose and purchase a memorable web address.
- 2) Choose a web host. *Ask your designer for recommendations.
- 3) Have a professional logo designed.
- 4) Optional: Hire a graphic designer to create custom graphics or illustrations.
- 5) Optional: Hire a professional photographer.
- 6) Gather stock images and graphics.
- 7) Gather links to websites that feature a style, design or layout you'd like to model on your website. Make notes about what you like most about these websites.

TO ANSWER

- 1) What is the purpose of your website?
- 2) What will be the purpose of each individual page on your website?
- 3) What are the top outcomes you want from your website?
- 4) What sort of tone and brand image do you want to project? (ie: formal, casual, conversational, humorous, etc.)
- 5) What's the #1 thing you want people to do when they visit your website? (ie: Fill out a lead form, subscribe to your newsletter, call you, etc.)
- 6) On which pages should you display lead forms & where will the lead information be collected. (ie: CRM, email marketing software, etc.)

A top-down view of a workspace. In the center is a silver laptop with a black camera lens sticker. To its left is a smartphone with a purple and white marble case. Below the laptop is an open notebook with lined pages. A hand is holding a white coffee cup with latte art over the notebook. To the right of the laptop is a closed book with a white cover and a small illustration. A pair of black-rimmed glasses is on the right side. The background is a plain, light-colored surface.

SECTION FOUR

WEB DESIGN AGREEMENT

GET IT IN WRITING

Timeline & Expectations

You might think it should take a few weeks to build a website and get it up and running.

The reality is, the design process can take several months. This is based on the intricacies of your website, how quickly you make decisions and the speed of communication between you and your designer.

Before you begin working with a designer, be sure you both understand and agree to certain things.

What's the budget and timeline? What are the communication expectations? Would you like progress reports daily or weekly? How often will you talk? Is email or text the best way to correspond?





Things to Get In Writing

Whether or not you sign the dotted line of a contract, it's important to have the following considerations in writing.

1. Summary of the project.
2. Clear scope of the work.
3. What are both parties agreeing to do?
4. What design elements are included?
5. Is the text content of the website included?
6. Is technical support included? For how long?
7. Are there extra charges under specific conditions?
8. How will payments be made and what is the schedule of payments?

Copywriting

Emotional Marketing Value
Headline Analyzer

CoSchedule Headline Analyzer

Hemingway App that makes
your writing bold and clear

Articles

12 Reasons a Free Website Is a
Bad Idea

7 Reasons Your Website Isn't
Getting Leads (and what to do
about it)

Web Hosts

Flywheel

WP Engine

Extra Resources

When it comes to being
helpful, we're always up for
a little extra credit.

Web design is a big topic.
That's why we're including
more information to help
you be more informed and
prepared for your upcoming
web design project.



About Us

Vox Pop Marketing (VPM) specializes in lead generating web design for service professionals and firms. Copywriting, search engine optimization and responsive web design combine to bring you more web traffic and leads.

VPM was founded, in 2014. Its mission is to give businesses an online platform to reach and serve their markets on a grander scale. The company was founded by Monica Valentine, a former news reporter, veteran online marketer and web designer.

We are located in weird and wonderful Austin, Texas, but serve businesses across the United States and abroad.

Do you need consulting or web design services?

Contact us! We look forward to learning about you, your business and how we might be of service.

www.voxpopmarketing.com

