

Checklist: Simple Steps for Building a Website

Are you interested in building a website but don't know where to start? Follow this checklist to plan, build, manage and promote your business website.

Step 1. Planning Your Website

- Define your target audience(s).
- Determine your website purpose (e.g., business information, e-commerce).
- Decide if you'll build your website or hire a designer/company.
- Choose and register a domain name** for your web address.
- Choose a hosting company if not provided by your registrar or website-building tool.
- Create a budget to track one-time and recurring expenses.

Helpful Tip

Some domain name registrars and hosting companies offer website design services or tools. You can also explore popular website-building tools by searching for "website builders" in your browser or favorite search engine.

Step 2. Defining Your Website Requirements

- Think about your preferred design style, tone and color palette.
- Select the photos, images, audio clips and videos you'd like on your site.
- Determine the structure of your website and the total number of web pages.
- Decide whether you need any special features such as a blog, map, live chat, on-site search engine, customer reviews or contact forms.
- Make sure you've planned for it to be mobile-friendly and audience accessible.
- Ensure that it will be a secured website. You'll require an SSL certificate if you plan to collect any personal information.
- Include links to your social media accounts.
- Consider these optional features. The ability for your company to:
 - change or update the website design
 - update website content
 - update special features, such as forms
 - update e-commerce pages

Step 3. Maintaining and Marketing Your Website

- Add your website domain name to your marketing materials:
 - Company emails (sales@greenvillecakes.com or ann@greenvillecakes.com)
 - Employee email signatures and your e-newsletter
 - Social media sites
 - Sales materials
 - Business cards
 - Product packaging, if applicable
 - Google Maps
- Create a website management schedule for:
 - Updating company information, including services, products or pricing
 - Checking for broken hyperlinks, 404 errors, issues with special features
 - Writing and posting blog posts
 - Publishing social media posts
- Use Web analytics monthly to evaluate key website metrics such as:
 - Users
 - Views
 - Sessions
 - Traffic sources/acquisition
 - Conversions/goals
- Perform website marketing activities (in-house or outsource):
 - Search engine optimization
 - Digital ads (search engines, social media, directories, other)
 - Email marketing/e-newsletter
 - Print marketing or direct mail
 - Event marketing

For help with your website checklist, or other business questions, [find a SCORE mentor](#) today.

Notes:



VERISIGN™

Verisign is the registry operator of the [.com top-level domain](#). Trusted by global companies, savvy startups, and local merchants, a .com domain name can help businesses of all sizes connect with customers and partners.

