

WEB DESIGN CHECKLIST

Research Phase

- Define your website goals
- Perform a competitor Research

- Create a Sitemap
- Make your Website Mobile Friendly
- Include Call-to-Actions in your Web Pages

Technical Phase

- Select a Website Domain & Register it
- Select a Web Hosting
- Make your site secure
- Improve Loading Speed
 - Minify CSS, JavaScript, and HTML.
 - Clear server cache
 - Compress Images
 - Remove unnecessary plugins
 - Optimize core web vitals
- Develop an Internal Linking Strategy
- Add external Links

Content Phase

- Create relevant and engaging content
- Optimize On-Page Elements
 - URL
 - Headings
 - Title Tags
 - Meta Descriptions
 - Alt Texts
- Include and Optimize Visual Elements
 - Images
 - Videos

Design Phase

- Design a friendly navigation system
- Define your Brand Identity
 - Logo
 - Colors
 - Fonts

SEO Phase

- Avoid duplicate content
- Watch out for Keyword Cannibalization
- Add relevant SEO plugins
- Add Google Analytics Tracking Codes

