

CHECKLIST

Website Planning Checklist

A short planning checklist to help you make the key decisions before website design or development begins.

Start with the essentials

- ☐ **Purpose**
Can you explain what the website should help your business achieve?
- ☐ **Audience**
Do you know who the website is intended to serve?
- ☐ **Primary action**
Do you know what visitors should do next?
- ☐ **Core pages**
Have you identified the pages the website actually needs?
- ☐ **Content owner**
Do you know who will supply and approve the words and images?

A useful reminder

A website does not always need more pages. It needs a clear purpose and a straightforward path for visitors.

BEFORE DEVELOPMENT

Check what is ready

Mark what is already prepared. Anything left unchecked can become a priority before the project starts.

- ☐ **Brand materials**
Logo, colors and approved visual direction are available.
- ☐ **Page content**
Headings, descriptions and contact details are drafted.
- ☐ **Functionality**
Required forms, bookings, shop functions or integrations are identified.
- ☐ **Mobile experience**
The content and actions are planned for smaller screens.
- ☐ **Ownership**
Someone is responsible for ongoing updates and maintenance.
- ☐ **Launch review**
There is a plan to test links, forms and essential pages.

Need help putting this into practice?

Book a free intro call at frayora.com.