

# WEBSITE DESIGN PROJECT CHECKLIST

## 1. Project Kickoff

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Kickoff the project by bringing all stakeholders together to clearly understand the vision, define the goals, create a map, identify assets and resources, and delegate responsibilities.

## 2. Website Design

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Using what is learned in the project kickoff, create a website design comp. Lead the client through the iterative process until a final design is chosen. Finalize content.

## 3. Website Development

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Prepare the environment, CMS and theme. Using the sitemap, create a skeleton of the site. Beginning with the home page, build out the pages using the design comp as a blueprint. Integrate functionality, CTAs and touchpoints along the user journey and lead the client through the iterative process until final sign-off.

## 4. QA & SEO:

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Client and Designer go through their checklists to test and verify that all functionality is working properly. The designer then optimizes the website, installs analytics and tracking code, and thoroughly tests the mobile experience.

## 5. Website Delivery

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Once development signoff happens, it is time to launch the site and tell the world. Hand-off the site to the client by providing access, licenses and training. When the project is closed, ensure client satisfaction and follow-up regularly.

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# 1. Project Kickoff

- Send **Website Design Client Interview Form** to the client and wait for the client's response.

Date Sent: \_\_\_\_\_

- Setup **First Project Meeting** with client to review client's Interview Form and **Identify Stakeholders**.

- Review Client Interview Form

Client Team/Stakeholders: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Client Lead/Point of Contact: \_\_\_\_\_

- Create Sitemap** - Outline Parent Pages, Child Pages & Action Pages
- Identify Content & Resources**
- Delegate Responsibilities** - who will create, purchase or gather all missing content, assets or resources.
- Gain Access** to existing accounts such as hosting, registrar, etc.

Registrar: \_\_\_\_\_

Hosting: \_\_\_\_\_

CMS: \_\_\_\_\_

Template, Plugins, etc.: \_\_\_\_\_

- Make Purchases** - Template & Plugin Licenses, Necessary Software, add-ons, etc.
- Setup Environment** - Install WordPress/CMS, Template, Plugins, etc.

## 2. Website Design

- Design Comp** for home page, set tone for rest of website
- Design Comps** (or wire frames) for other page types that require it

### ITERATIVE REVISION PROCESS

#### Version 1

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- Present** to Client
- Gather** Feedback
- Revise** as necessary

#### Version 2

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- Present** to Client
- Gather** Feedback
- Revise** as necessary

#### Version 3

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- Present** to Client
- Gather** Feedback
- Revise** as necessary

### PREP FOR DEVELOPMENT

- Client Sign-off** on Design Comps
- Content** - Gather, Create or Acquire Missing Content including policies and legal language

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# 3. Website Development

## PREPARE THE ENVIRONMENT

- Configure WordPress**
- Install** and **Setup Theme**
- Style Theme**

## CREATE THE SKELETON

- Use **Sitemap** and **Create Blank Parent Pages**
- Create The **Main Navigation Menu**

## BUILD THE CONTENT PAGES

- Build the **Home Page** according to the Design Comp
- Build the **Parent Pages**
- Build the **Child Pages**

## INTEGRATE THE FUNCTIONALITY

- Add **Plugins** and Specialty Functionality
- Action Pages** and **Contact** page with correct client details, forms, and downloads
- Create **Thank You Page** with **Calls to Action**
- Create the **Blog** and **Sidebars**

## ITERATIVE REVISION PROCESS

### Milestone: Alpha

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- Present** for Review & Testing
- Gather** Feedback
- Revise** as necessary

### Milestone: Beta

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- Present** for Review & Testing
- Gather** Feedback
- Revise** as necessary

## PREP FOR Q&A

- Client Sign-off** on Development Site

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# 4. QA & SEO:

## TEST THE USER JOURNEY

### Client Checklist

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- Action Pages & CTAs
- Funnels & Downloads
- Contact Form
- Verify Thank-you page
- Check Auto-responders
- Proof Text in E-mails

### Designer Checklist

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- Test All Functionality
- Broken Links
- 404, Search, Error Pages
- www vs no-www
- Security
- Caching

## ON-SITE SEO

- Check default **Social Share** info
- Check that all pages have **Unique Page Titles**
- Check that all pages have **Unique Meta Descriptions**
- Verify that pages have your **Chosen Keywords** included
- Ensure that relevant **Alt Tags** have been added to every image
- Verify **XML Sitemap** at /sitemap\_index.xml & Submit to Google Search Console
- Make sure any **301 Redirects** are in place

## ANALYTICS

- Register and verify site with **Google Search Console**
- Implement **Google Analytics** code
- Link** Google Search Console and Google Analytics
- Submit to **Bing** WebMasters
- Submit to **Yahoo**

## TEST & OPTIMIZE SITE SPEED AND MOBILE RESPONSIVENESS

- Verify **Image Compression & Caching**
- Explore the site on a **Phone and Tablet** to make sure everything is correct
- Check page load times with **GTMetrix**

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# 5. Website Delivery

## LAUNCH THE SITE

- Final Sign-off** from Client
- Final Invoice** to Client
- Promote** the Site
  - Press Release
  - Direct Marketing/Email
  - Social Media Posting
  - Add to Portfolio

## HAND-OFF

- Provide Access** - Give Client Website Handbook with all account and contact information
- Provide Licenses** - Assign all licensed resources to Client
- Train & Educate** - Teach Client how to properly use and maintain their website
- Close Project**

## CLIENT SATISFACTION

- Review From Client**
  - Google
  - Facebook
  - Other

## FOLLOW UP

- Does Client know what **other services** you provide that they may need in the future?
  - Graphic Design** - Flyers, Brochures, Tradeshow, etc.
  - Branding/Identity** - Logos, Collateral, etc.
  - Advertising/Marketing/Social - All forms of promotion.
  - SEO - Local, Backlinks, Reputation, Reporting, etc.
  - Website Management
- Is Client on your **mailing list**?
- Did you put Client's Launch Date on your calendar so you can send an **annual Thank You and Follow Up** Email?

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