

# Website build checklist

## Pre-build

- Crawl + analyse current site
- Think about your objectives
- Consider the user journey + marketing funnel
- Identify key functionality
- Determine budget
- Plan your site structure
- Compare CMS
- Choose a domain
- Choose a hosting package

## During build

- Choose a design
- Plan content on each page
- Write copy
- Source images, video + graphics
- Install plugins or integrations
- Test on various devices
- Set up cookie compliance + get legal review
- Add tracking code (GA, hubspot)
- Review technical SEO
- Generate sitemap

## Going-live

- Point your domain
- Implement redirects
- Add SSL certificate
- Submit sitemap to google

## Post-live

- Test site again
- Run a site crawl + correct errors
- Check tracking codes are firing
- Announce launch
- Keep content up to date
- Back up site + update plugins monthly