

Create Your Website Checklist

Done	Task	Comments
==>	Ongoing Tasks	
	Develop an avatar (can be perfected over time.)	This is need to help design your website as well as any marketing you do. This is your ideal customer/subscriber. Emails should be written to this person. Your web site should be designed to appeal to this person.
	Keep swipe files	Keep files with headlines, emails, content, and anything else that appeals to you. If you like it, your ideal person will like it.
==>	Domain Name	
	Figure out a domain name you like	One good choice is your name dot com; e.g., bobcaine.com . If not your name, think of possible domain names that relate to your business or ninche. It is best to come up with 3 or 4 since some may not be available especially as dot com. You can search for domains atany of these NamesCheap , bluehost , or HostGator .
	Register your domain name	Once you have found your domain, you can register it at NamesCheap , bluehost , or HostGator . (Don't do this until you pick your hosting because many hosting services give you a domain and SSL.)
	SSL Certificate	With SSL, you can use https:// before your site. Usually about \$2. Highly recommended.
==>	Hosting	The least expensive hosting service is good for now. (It can take up to 24 hours for your domain to propagate across the internet.)
	Select hosting service	Check out hosting services and decide which one you are going to use. Here are three of the best: bluehost – official WordPress site HostGator – best know name, not my favorite NamesCheap – good prices, frequently has 1 month free

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	If Hosting and domain are on different provider	Get the DNS's from hosting site. Use them to direct your domain to that hosting on the domain provider.
==>	Website Design	
	List of Pages	Think about the pages you want on your website.
	Sketches of Pages	Sketches of what each page should look like
==>	Style Guide	Many of these are included in your theme and don't need to be changed
	Choose fonts	Usually no more than 2 or 3
	Where are the fonts used	For example Header 1 = font a Headers 2-6 = font b Text = font c
	Create a logo	Logo can be a picture or caricature of yourself, especially if your domain is your name.
	Develop a tag line or slogan	A short sentence or phrase that makes you recognizable. Best example I have is my "See You At The Bank" line.