Checklist

Website planning checklist

Everything to decide before a website project starts. Work through it before your first call and the quote, the timeline and the build all get easier. You won't have every answer, and that's fine. Mark what's still open and we'll settle it together.

1 Goals

- [ ] The one main thing the site must do
  Enquiries, bookings, sales or credibility
- [ ] How you'll know it's working
  e.g. enquiries a month, bookings, calls
- [ ] What isn't working on your current site, if you have one

2 Audience

- [ ] Who the site is for, in one sentence
- [ ] The questions they ask before they buy
- [ ] Where they are: local, overseas or both

3 Pages

- [ ] A list of the pages you think you need
- [ ] Which pages are different layouts and which are copies
  e.g. one tour page design used for every tour
- [ ] Anything you'll add regularly: posts, products, trips, projects

4 Content

- [ ] Who writes the text, and by when
- [ ] Photos: your own, a photographer, or stock
- [ ] Logo and brand colours in usable files
- [ ] Content to move across from an old site

5 Domain and hosting

- [ ] Domain name chosen and registered in your name
- [ ] Login details for the domain and any existing hosting
- [ ] Business email set up on the domain

6 Platform

- [ ] Who will update the site after launch
- [ ] Any tools you already use that the site must connect to
- [ ] WordPress, Webflow or not sure yet
  I recommend one on the call, based on how you'll run the site

7 Features

- [ ] Contact or enquiry forms, and where they should send to
- [ ] Bookings or online payments
- [ ] An online shop
- [ ] More than one language
- [ ] Newsletter or other sign-ups

8 Budget and timeline

- [ ] A budget range you're comfortable with
- [ ] A launch date, and whether it's fixed or flexible
- [ ] Ongoing costs planned: hosting, domain, paid plugins

9 Decisions

- [ ] One person who gives feedback and signs things off
- [ ] Anyone else who must approve the design

10 After launch

- [ ] Who keeps the site updated and backed up
- [ ] Google Analytics and Search Console in your name
- [ ] All accounts and passwords handed over to you

Ready to talk it through? Bring this checklist to a free 30-minute call. You'll leave with a clear scope and, after the call, one fixed price in writing. Book at **freelancingwithkinga.com/contact**.