



Website Needs Checklist

Understanding Your Goals & Objectives:

- What is the primary purpose of your website? (e.g., sell products/services, generate leads, provide information, build brand awareness, create a community, personal blog/portfolio)
- Who is your target audience? (Consider demographics, interests, online behavior)
- What specific actions do you want visitors to take on your website? (e.g., make a purchase, fill out a contact form, download a resource, subscribe to a newsletter, request a quote)
- What are your key performance indicators (KPIs) for the website's success? (e.g., conversion rates, traffic volume, engagement metrics, lead quality)
- Do you have any existing branding guidelines? (e.g., logo, color palette, fonts, brand voice)
- What is your overall vision and long-term goals for your online presence?

Defining Your Website's Functionality & Features:

- What type of website do you need? (e.g., basic informational website, e-commerce store, blog, portfolio site, membership site, booking platform)
- What specific pages will your website need? (e.g., Homepage, About Us, Services/Products, Contact, Blog, Portfolio, Pricing, FAQ)
- Do you require any specific features or functionalities?
 - E-commerce: Shopping cart, payment gateway integration, product catalog, order management
 - Contact Forms: Different types of forms for inquiries, quotes, etc.
 - Blog: Ability to publish and manage articles, categories, tags, comments
 - Portfolio: Showcase of past work with descriptions and visuals
 - Membership: User registration, login, member-only content
 - Booking/Scheduling: Online appointment booking, calendar integration

- Search Functionality: Ability for users to search website content
- Social Media Integration: Links to social profiles, social sharing buttons
- Image Galleries/Sliders: Showcase visuals effectively
- Video Embeds: Ability to embed videos
- Maps & Location Information: Displaying your business location
- Multilingual Support: If you need to cater to different languages
- Accessibility Considerations: Ensuring the website is usable by people with disabilities
- Do you need any integrations with other tools or platforms? (e.g., CRM, email marketing software, analytics platforms, social media APIs)

Considering Technical Aspects & Content:

- Do you have existing website content (text, images, videos)? If not, who will be responsible for creating it?
- Do you have high-quality images and videos available?
- Do you have a domain name registered?
- Do you have hosting set up? (If not, will the designer assist with this?)
- What level of ongoing website maintenance and support will you require? (e.g., security updates, content updates, technical support)
- What are your expectations for website speed and performance?
- Do you have any specific security requirements?
- Is mobile responsiveness a must-have (it absolutely should be)?
- What are your initial thoughts on the website's design and overall aesthetic? (Provide examples of websites you like or dislike)

Budget & Timeline:

- What is your budget for the website project? (Be realistic and understand that quality web design is an investment)
- What is your desired timeline for the website launch? (Be aware that complex projects take more time)

Slocum Design Studio
Salt Marsh Pottery Building
1167 Russells Mills Road, 3rd Floor
Dartmouth, Massachusetts 02748

3 of 3

p: 857.400.8959

e: discover@slocumstudio.com