



A CHECKLIST FOR CONSTRUCTING YOUR WEBSITE



We're glad you discovered us.

We love that you found your coaches, compadres, and marketing buddies here at Interlace. We're here for you and ready to provide you with great advice you can apply immediately with our **FREE Checklist for Constructing Your Website.**

Some of the advice we will share with you can be found in our **Marketing Tips** Resource Vault at [ICIconnect.com](https://iciconnect.com). Feel free to visit this excellent resource of marketing tips which includes everything from social media marketing ideas to blogging tips. We hope you will find what we have to offer to be beneficial for your business.

Now, for the reason you downloaded our **Checklist for Building Your Website**, get busy checking off the list.

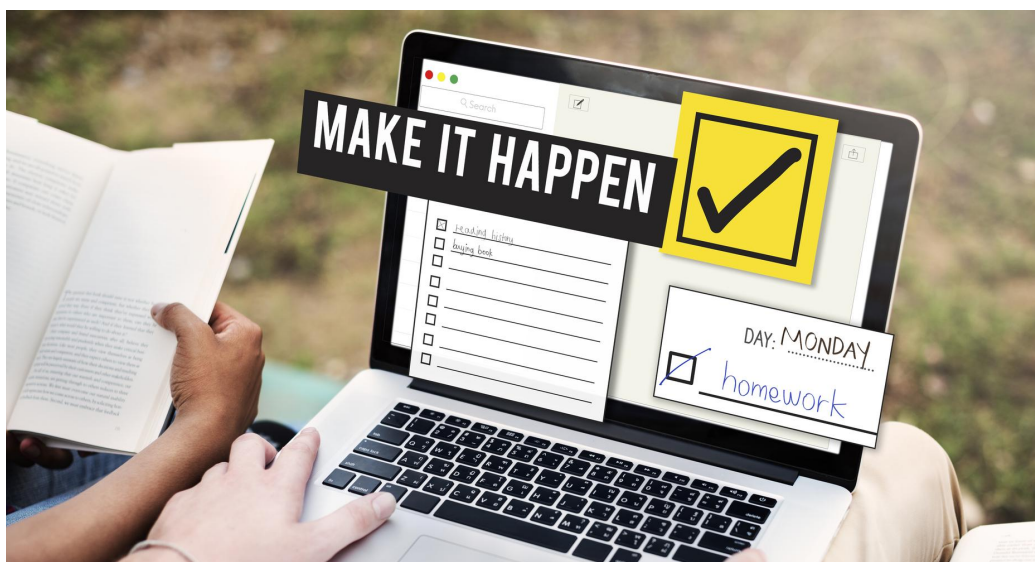
The Team at
Interlace Communications, Inc.

Thank you for downloading our checklist to help you with all the steps and advice needed to build your website. Whether you want to create, a brand new website or are improving and updating a current site, this guide will help you to effectively and efficiently expedite the website building process.

Why did we create this guide?

As website developers for more that 15 years, we have come to realize the most daunting task in building or rebuilding a website isn't actually building the website itself as much as it is the planning and preparation. Like building a home, building your website comes with many moving parts and pieces which will properly fall into place as long as you have everything you need.

This guide is designed to be useable for any type of website, from a simple single landing page to an ecommerce website and everything in between.



One of the most important parts of your website is to determine what its purpose and goals are.



Purpose and Goals

Are you just creating a website because everyone else has one?

Do you want to sell your product or service on the site?

Are you in the service industry such as accounting or legal services?

Do you need a website that provides security?

Answer the above questions on the lines below, then answer the other questions which will be very important when building your website:

My ideal client is ☐ Male ☐ Female ☐ or Both

My ideal client ☐ Owns a business ☐ Manages for a business

☐ Doesn't own a business

My ideal client has children ☐ Yes ☐ No ☐ Neither

My idea client owns pets ☐ Yes ☐ No

My idea client enjoys what sort of hobbies _____

Other significant facts about my ideal clients _____

☐ **Priorities**

This is one of my favorite sections and maybe it's because it will make you think beyond the building or rebuilding of your website.

What do you want your website to provide to your visitors in ten years?

What do you want your website to provide to your visitors in five years?

What do you want your website to provide to your visitors for the first year?

Do you want your website to be sustainable and be able to support the changes you intend to make in five years or ten years?

☐ Yes ☐ No

Come back to this page every year to build off of the thoughts you included now.

Domain Name

This is one of the most important parts of the website. Most people think, “I’ll just get a domain name that matches my business name.” That’s a right and, in some cases, a wrong answer and, then again, it’s neither right or wrong. Allow me to explain.

- Are you planning to become a consultant? Then Purchase Your Name. It can be your first name and last name or first name and middle name, or your full name.
- What are you going to provide as a product or service to your customers/clients? Can you come up with a domain name that includes that as a part of it? For instance, are you a family counseling center and specialize in helping families with preschool children? Maybe a name like 1-2-3-Family.com would be a name you could use.
- Most businesses try to get a domain name that matches their business name. That’s not a bad thing at all. In fact, many times we advise to do just that. But, it’s good to also get a domain name which relates to what you have to offer.

Oh, and a very, very, very important tip:

NEVER, EVER SEARCH FOR YOUR DOMAIN NAME ON A GOOGLE SEARCH.

Use domain registration companies like: BlueHost.com, Domain.com, or NetworkSolutions.com. You don’t need to purchase the domain name from them. Just use their search field to check to see if it is available.

Let’s begin! Write down some ideas. Use this section to create ideas to check.

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Hosting

You have a domain name, now you need a place to build your site. Your local computer is not the place. You need to find a web hosting company that will provide you with the reliability you are looking to have.

Here is a checklist of considerations:

- ❑ Did you want a free SSL Certificate?
- ❑ Did you want free backups set up for those just in case moments?
- ❑ Did you need storage? (Ecommerce sites will need to worry about more memory)
- ❑ What is their customer service like?
- ❑ Do they provide a site builder which will allow you to move from that hosting company and take your website with you? Don't let anyone tell you they own your website. Just a note of caution -- If you didn't pay for the site build and are on their hosting and not paying for anything, it is their site.
- ❑ Is their hosting fee reasonable the second year and beyond? Just a fair warning, you want to lift the hood to look ahead to year 2 and beyond. We have found some companies will provide the first year of hosting at \$4 a month the first year, only to raise the price the second year to \$14 to \$20 a month.

There are a lot of product upsells with Hosting Providers. Watch out for the bait and switch.

Site Pages & Features

It's time to roll up our sleeves, hypothetically, and begin to give the website it's parts. Let's think about the following and check off those that you feel you will want.

Your pages

- ☐ Home Page
- ☐ Services or Products
 - ☐ Special Pages for the Services & Products
- ☐ Blog Section
- ☐ About Us
- ☐ Contact Us
- ☐ Ecommerce Section
 - ☐ Account | Login | Cart

Other Parts

- ☐ Images and videos
- ☐ Forms, social media feeds, client portals, slideshows
- ☐ Links to and from third party sources
- ☐ Ecommerce Set Up

Did we forget a page or two you'd like to include?

- ☐ _____
- ☐ _____
- ☐ _____

Now we get into technical stuff

Yes, even with those Do-it-yourself sites, there are a multitude of technical setups you want to and need to do.

Ready? Go...

- ☐ Set up the website build you are planning to use. Wordpress is one we use and like because of it diversity.
- ☐ Set up a very secure admin email and password
- ☐ Add the plugins you will need to create the core of the site. Use plugins to assist in SEO, sitebuilding, and security.
- ☐ Set Your Permalinks.
- ☐ Is your Timezone correct?
- ☐ Make certain to check all the domain settings to best suit your client experience.
- ☐ Make certain your site is secure with an SSL Certificate and you have the HTTPS settings taken care of.
- ☐ Set up your site's favicon. (a.k.a. Site Icon)
- ☐ Create a 404 Page.
- ☐ If rebuilding your site, make sure to set up your 301 Redirects as well.
- ☐ Now, work on uploading your images.
 - ☐ Don't forget to add alt text to every image
- ☐ Time to set up your pages and get the content in place.
 - ☐ There will be a variety of plugins to use based on the type of website you are going to build.

This checklist could be an mile long for that. It's best to reach out to a website developer for assistance.
 - ☐ Don't forget to add your legal pages concerning cookies and privacy policies you have in place.
- ☐ Double check your SEO settings for each page.
- ☐ Time to test, test, test.
- ☐ Set up Google Analytics.
- ☐ Set up your XML Sitemap.
- ☐ Introduce your website to the online communities browsers.
- ☐ Create a cycle of improvement to the website on a monthly basis.

DIY vs. Professional Service?

Time is money, decide whether you have the time to devote to creating a website yourself or if you want to outsource the development and design to a [team of experts](#).



A majority of DIY website building tools are made with small business owners in mind, and most do not require coding or design skills. What you need to consider is whether your time building your website is better used to manage your business or work on selling your product or service.

Key points to consider when choosing your website developer:

Other Website Developer

Interlace Communications, Inc.

☐ **What size is the website development company?**

At Interlace Communications, we are a team of 6 well trained and experienced individuals.

☐ **Do they have a website that displays the type of websites they create?**

Feel free to visit our website at

<https://www.iciconnect.com/website-design/>

☐ **Check their company's portfolio for the trends, styles, and business verticals they create who they create websites for.**

We create websites for a variety of industries and find business verticals which love to work with us include real estate, contractors, accountants, engineers. We are able to put into words what they love to do which is work with numbers.

DIY vs. Professional Service?

Continued questions...

- ☐ **How long has the website development company been in existence?**

_____ We have been in existence for 26 years of which we have
_____ been building and developing websites for over 15 years.
_____ We still host and manage our first client's site.

- ☐ **What is the size of the development team and what are their qualifications and experience?**

_____ As mentioned earlier, we are a team of 6 inhouse
_____ website developers, IT support, content writers,
_____ and videographers. Each of us plays a part in the build of
_____ our sites.

- ☐ **Find out what the timeframe is for the completion of your website.**

_____ We have a strict policy to complete a site within four
_____ months of beginning the build. Why, you ask? We are a
_____ marketing firm first and foremost, your site isn't making
_____ money for you if it is under construction.

- ☐ **Are they experienced at working on the type of website you are looking to create?**

_____ With over 15 years of experience, we have seen everything
_____ from one-page sites, sales funnels, ecommerce sites, real
_____ estate sites, HIPPA compliant, as well as proprietary
_____ content sites. You name it, we've probably created it.

- ☐ **Are they upfront about all fees?**

_____ You bet we are. I am not a fan at all of those bait and
_____ switch hosting sites where they charge a ridiculously low
_____ fee the first year, only to charge 4 to 5 times that amount
_____ the second year. And, let's talk about added features like
_____ backups and SSL Certificates. With us they come along
_____ with our reasonable hosting fee of only \$140.

- ☐ **What types of project management tools do they use to manage your website build?**

_____ Our scheduling system uses Asana.com.
_____ Content management is through Google Workspace apps.
_____ We collect payment using a secure portal on our website.

- ☐ **What kind of content management system (WordPress, Drupal, Magento) will be used for your website?**

_____ We are well versed at WordPress sites and can tackle
_____ Drupal and Joomla sites as well. From time to time, we
_____ have clients wanting us to work on custom sites too.

- ☐ **Will the preferred mode of communication be requested by them?**

_____ As part of our initial meeting, we make a point to find out
_____ the preferred choice in communication from email,
_____ messenger, text, phone, whatever mode of
_____ communication you prefer, we will comply.

DIY vs. Professional Service?

Continued questions...

- ☐ **How often will the firm provide you with status updates?**
_____ There are ebbs and flows in the building of a site. We
_____ have specific times you will hear from us: meeting to
_____ collect data and content from you; set up of the hosting;
_____ weekly and sometimes daily emails, calls, or texts to
_____ provide updates; approval of the site; completion of the
_____ site; and search engine registration. That's when we
_____ celebrate the next phase of your website.
- ☐ **Are you able to speak to past clients?**
_____ Yes. Let us know who you would like to talk to.
- ☐ **Are there testimonials available online?**
_____ Check out our [Google My Business](#) search on Google.
- ☐ **Will they be providing monthly maintenance to the site to make sure it stays pristine and up-to-date?**
_____ This is a must when hosted on our dedicated server.

Do you like what you hear about us and interested to learn even more?

We have an awesome Website Marketing Machine ready to build for you that can be in place in less than 4 months.

Give us a call at 484-709-6564 or email yourteam@gomaava.com



Website Marketing Build

Complete marketing plan to reach your clients and stay connected.

Interlace Communications & goMAaVA

**DESIGN
MARKETING
SOLUTIONS**

Let's help you
create a
**MARKETING
STRATEGY**
for your
**BUSINESS
SUCCESS.**

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