



The Web Design 101 Checklist
A Guide to Website Setup
Copyright 2012 Digital Design Digest
www.Visual-Clarity.com

If you are planning an update to an existing site or building a website for the first time you should prepare to discuss the following information with your designer.

Domain Names

The address where your website lives on the web.(ex. www.xyzcompany.com). Requires an annual fee to maintain the address from a company like GoDaddy, Network Solutions or Rick's Cheap Domains.

- Know the company from which you register your domain name.
- Have the login and password information for your account.

Hosting Packages

The storage space you purchase for storing the pages, graphics photos and videos that create your website. It may be associated with the same company and account information as your domain name or be purchased through a different company.

- Have the login and password information for your account.

Content

- Prepare copy for each page of your site.
- Gather photos, animations artwork, video, etc.
 - Make sure you have the proper permissions to use artwork created by another designer as well as consent for photographing / filming live subjects and non-public places.

Social Media

Use social media accounts for

- video posting
- blogging
- staying in touch with customers and colleagues

Talk with your designer about how to integrate the use of these sites into your communication plan and link them back to your website, the communications hub of your business.

Maintenance Plan

What sections of your site will require content updates and how often will this need to be done?

Who will be responsible for updating the website and social media accounts?