

# Website Checklist

\_\_\_\_\_ Decide on a *domain name*, example: [www.rozdesignz.com](http://www.rozdesignz.com). This needs to have some thought put into it because visitors need to be able to find you. A domain name should be as short as possible this helps reduce typos when people type in your domain name. (There is some detailed information on domains on my fees page as well as an article I have written: Do I Have A Choice? choosing the Best domain name.)

\_\_\_\_\_ Provide all contact information on your site. This would be a *Contact Page* with, phone number, email address, street address (a PO Box is acceptable). Providing contact information helps to establish credibility with your visitor. This makes them feel more secure when considering purchasing your product online. Basically because they realize you are not a fly-by-night company and are willing to take a risk and put your personal contact information out there on the web.

\_\_\_\_\_ An *About Us* page is important to help your visitor/client to know more about you, the company, how you got started, how long you have been in business, etc. I would advise against too much personal information and basically stick to the website topic at hand and not go into a long narration of your whole life's history.

\_\_\_\_\_ A *Vision* or *Mission Statement* is a good idea but not totally necessary. This page provides the reader with information on your goals and the fact that you are committed to what you are doing with and on the site.

\_\_\_\_\_ *Content is King!* Providing rich content or information to your onlookers will keep them coming back for more. This is something that will take time to provide on your site and something new should be added at least every few months or so. This depends on the subject of your website and your creativity.

\_\_\_\_\_ *Search Engines* there are 3 key areas to take a look at when developing a site and making it search engine friendly.

1. **Hidden codes:** This is two-fold: Description & Key Words. The search engines index these hidden codes first on your site and then they index numbers 2 & 3. This is something to take some time and plan your key words and a two sentence description of your site. Think of it this way, what would a person type in to say Google, when looking for a site like yours? 25 words or less are a fair amount of search/key words (you can add more) **Example:** *custom web design awards Christian informative articles Lora rozkowski business website development website awards e-commerce books flamingos pink flamingo roz html tips professional Florida Tampa bay links*  
The description is basically some of your key words written in sentence form and comprised of two sentences. This is the amount of space allotted in search engines. If you go to Google and type in some search words you will see the sentence descriptions for each site listed in your search.
2. **Title:** this is what is at the very top of your monitor and is basically one sentence with the name of your site included in it an a few keywords.
3. **Content:** this is up to the website owner. A couple of paragraphs on your first page are important to explain the site to others. Content can be in the form of tips, FAQ's, articles and also a links list of sites you find credible and something your visitor may be interested in as well. Don't list your competition here!