



Launch It! Web Site Checklist

Set goals you can manage!

Break your goal of launching your Web site into small steps you can do one at a time. Before you know it, you'll be crossing the big things off your list! Use this printable Web Site Checklist to help you!

- Check off the each item as you complete it!**
- Strategic Plan for your business** - how you'll accomplish your financial goals
- Marketing Plan** – target audience, messages, where can you reach them?
- Branding** - logo letterhead and business cards are also good to have
- Domain Name** - that exactly matches your business name – who owns yours?
- Hosting Account** – with features outlined
- Email Addresses** - using your domain name
- Site Map** – an outline of the pages of your site
- Site Design** – either examples of sites you like so you can share with your designer, or your final design
- Site Content** - **the images and text that will be on your site including:**
 - Company Mission Statement
 - Role & Title of Employees/Owners
 - Product/Service list, descriptions, photos, how they're used
 - Testimonials, Case Studies, List of Clients
- Maintenance Plan** – how often will products need to change? Who will do it? How?
- Tracking Tool & Goals** - pageviews, visits, clickthroughs, sales, etc. Know which of your initiatives is successful so you know where to spend your money

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