The COMPLETE Web Design Strategy Checklist
Using the Checklist:

Your website is the online hub of your organization. It’s the single platform that you control completely. It has the potential to serve as an automated sales pipeline, but it also has the potential to negatively impact your brand.

Your web design strategy, and your ability to implement, directly impacts your bottom line, your identity, and even your long-term success.

We developed this checklist as a resource to help you develop a strategy as you prepare for your website design. You may be starting from scratch, implementing a complete redesign, or just tweaking your current site.

Wherever you are in the online marketing process, **you will benefit** from implementing a well developed website design strategy.

The 6 Key Checklist Components:

- **Define Your Goal** – what is the purpose of your site? Your website needs to center around specific business development goals – do you want to engage with your audience, demonstrate thought leadership, display your portfolio, generate leads, or sell products? Write down your primary goals and build everything else with those key objectives in mind.

- **Define Success** – what metrics tell you whether your website is succeeding or failing? Is it the number of website visitors (traffic), qualified new prospects (leads), or net new business (sales)? Write down your definition of success so that you can objectively measure ROI at any time.

- **Define Your Audience** – who are you trying to attract with your website? What are the primary tasks your visitors want to accomplish on your site? Do they want your contact information, your physical address, a description of your products or services, reviews from other customers, the ability to purchase your products online, or are they looking for content that you’ve produced? Profile your ideal website visitors and define their needs.

- **Define Your Brand** – how do you want to position your organization and build your image? What are the emotions you want to invoke in your users? Write down the high-level branding goals – values you want to convey, emotions you want to trigger, the type of user relationships you want to pursue, but also jot down specific tactics to achieve your goals – colors, images, typography, etc.

- **Define Your Situation** – with goals in place to position your business in a certain way in front of a defined target audience, what are the obstacles in your way? Is it time limitations, financial constraints, or a lack of internal resources? Write down your priorities, your time frame, your budget, and all the restrictions you can think of that stand between you and success.
Define Your Process – you now have a defined goal, an audience, brand ideals, a list of
obstacles, and the metrics of success. All that’s left is problem solving. Now it’s time to fit the
pieces together into a coherent, dynamic strategy.

Working through the Checklist:

Use the checklists below to get your thoughts on paper and begin building a tangible
strategy. Work with your inbound marketing agency or web strategist to fine-tune your
strategy, and then make sure that you invest in implementing your strategy.

Web strategy development is not a one-and-done checklist item. It’s critical to take a
strategic approach, but it is equally important to be diligent in analyzing and adjusting
your strategy. Continuous improvement is the name of the online marketing game. Have
a plan, use it, figure out what works and what doesn’t work, adjust accordingly, and
continue that cycle!

Checklist: Goals

In 30 words or less, define your high-level strategic goal for your website:

____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________

Using bullet points, write down your secondary goals (user actions, traffic,
leads, sales, public relations, client relations, etc.) for your new site:

• _________________________________________________________________
• _________________________________________________________________
• _________________________________________________________________
• _________________________________________________________________
• _________________________________________________________________
• _________________________________________________________________
Checklist: Audience

In one paragraph, paint a picture of your ideal consumer persona (are they regional, industry-specific, company size-specific, revenue-specific, etc.):

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__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

What main functions or features does your ideal website user desire?

- Service descriptions? Yes / No
- Product/Service pricing? Yes / No
- Physical address? Yes / No
- Responsive website (mobile-friendly)? Yes / No
- Social Media integration? Yes / No
- Blog? Yes / No
- FAQ section? Yes / No
- eCommerce store? Yes / No
- RSS Feed? Yes / No
- Customer testimonials/social proof? Yes / No
- Other (describe user needs in detail):

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Checklist: Brand

In one paragraph, describe your brand, your unique value proposition, the ideals you want your audience to associate with your service or product, and the emotions you want to invoke in your website users.

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Online Identity Components:

- Domain Name(s): ____________________________________________
- Do you have a web-ready logo? Yes / No
- Color Scheme: ______________________________________________
- Tagline: __________________________________________________
- Strong stylistic preferences for your website:

____________________________________________________________
____________________________________________________________
____________________________________________________________

Your site should rank for the following keywords and keyword phrases:

• __________________________________________________________________
• __________________________________________________________________
• __________________________________________________________________
• __________________________________________________________________
• __________________________________________________________________
• __________________________________________________________________
• __________________________________________________________________
• __________________________________________________________________
• __________________________________________________________________
• __________________________________________________________________
• __________________________________________________________________
• __________________________________________________________________
Checklist: Situation

Budget: ________________________________________________________________

Timeframe: _____________________________________________________________

Do you have internal resources capable of implementing your website design strategy and
developing your website design?  Yes / No

Do you have an internal point-of-contact (POC) to handle the implementation of your new
website designs strategy?  Yes / No

List the obstacles in the way of implementing your website goals:
• ________________________________________________________________
• ________________________________________________________________
• ________________________________________________________________
• ________________________________________________________________
• ________________________________________________________________

If you will be working with an outside agency to develop your website
and/or implement your strategic changes, what entity do you have in mind?

____________________________________________________________

Checklist: Success

What are your primary metrics for the success of your website?
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______________________________________________________________

What are your success metrics for website traffic?
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______________________________________________________________

What are your success metrics for online lead generation?
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______________________________________________________________

What are your success metrics for sales resulting from your web presence?
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______________________________________________________________
Checklist: Process

Including as many specifics as possible, outline the process required to overcome your obstacles, implement your new website design strategy, and meet your goals for your online marketing efforts:

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Summary:

Congratulations, you made it through the website design strategy checklist!

All of this strategy work is important, but it’s meaningless if you don’t use it.

It’s time to get your hands dirty, dig in, and put this checklist to good use.

If you need a hand with strategy, the technical implementation, or anything along the way, don’t hesitate to get in touch with the team at Groove Digital Marketing.

Want to see how we can help you with design a better website?

Call us Today at (208) 258-3230