Checklist
Create a website for your business

This checklist is a step-by-step guide to everything you need to know to successfully launch a new website or revamp an already-existing one, from choosing a web designer to creating content and measuring online traffic.

1 Create a website roadmap

- [ ] **Determine your site's primary purpose. For example:**
  - [ ] Showcase products
  - [ ] Sell online
  - [ ] Promote your brand
  - [ ] Establish your credibility
  - [ ] Generate leads
- [ ] **Outline how you want to brand yourself online.**
  - [ ] Look at what your competitors and other businesses are doing online.
  - [ ] Define how you'll stand out from the competition.
  - [ ] Research who your target audience is, what they are looking for and how they will navigate your site.
  - [ ] Decide what kind of content will appeal to your customers, including key messages.
- [ ] **Set a budget** for website development project and ongoing maintenance. This should also include any anticipated increases in business operating costs. (For example, a jump in online sales may lead to higher inventory and overhead expenses.)
- [ ] **Identify the people and technological resources you'll need to create and operate the site.**
- [ ] **Create a timeline for the project. Factor in the time commitment required of your team members.**

② Build your site

- [ ] Determine if you want to <u>build your site yourself or hire a professional website developer</u>.

- [ ] <u>Select a name for your site</u> that clearly and concisely expresses your branding.

- [ ] Check whether it is available and register it with the <u>Canadian Internet Registration Authority (CIRA)</u>.

- [ ] Consider specific features you want on your site, including must-haves and nice-to-haves. Examples:

  - [ ] An online shopping cart
  - [ ] Images
  - [ ] Videos
  - [ ] A blog
  - [ ] Online sign-up forms
  - [ ] Chat functionality (or chatbot)
  - [ ] Different languages
  - [ ] A customer review feature

- [ ] Ensure that you are taking the right steps to <u>ensure the security of your site</u> and to respect any relevant privacy and <u>anti-spam legislation</u>.

③ Develop content

- [ ] Review any existing content to see what you can use on your site. Examples:

  - [ ] Photos
  - [ ] Instructional videos
  - [ ] How-to guides
  - [ ] Blog articles
  - [ ] Social media posts
  - [ ] Client testimonials

- [ ] Create a content calendar of interesting, value-added content that will attract visitors and get them to share with their networks.

- [ ] Regularly update the content, if needed, with help from professional web content developers or consider identifying someone internally.

- [ ] Feature a call to action throughout your site to encourage visitors progress towards a purchase or contact form.

④ Measure and optimize

☐ Test the user experience on various devices to ensure smooth navigation, look for glitches and check if the site meets your goals.

☐ Implement a website traffic tool to collect data you can use to understand where your visitors come from and what they do on your website.

☐ Decide on appropriate metrics to monitor, such as conversion rates, leads or search engine rankings.

☐ Closely monitor website traffic data to identify pages and content that work best to achieve your goals.

☐ Use data to continually optimize your site to improve performance.

☐ Seek regular input from employees, customers, suppliers and other partners on what's working and what's not.

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Design a website that promotes business growth

Whether you already have a website or need to build one from scratch, you want it to represent your business in the best possible way. BDC can help you navigate the world of web development so that you end up with a highly effective site that brings in visitors and converts them into qualified sales leads.

→ **Contact us to learn more**

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