

# WEB DESIGN GUIDE FOR BUSINESS OWNERS

Use this checklist to set yourself up for success

- Define Your Purpose and Goals**  
*(target audience and what you want to achieve with the website)*
- Plan Your Content**  
*(key messages, type of content and tone)*
- Choose a Domain Name and Hosting**  
*(how customers will find you online)*
- Design and Structure**  
*(sitemap, template, and visual appearance)*
- Essential Pages and Features**  
*(home, about, services/products, contact, blog, call to action)*
- Mobile Optimization**  
*(build your website to adapt to different screen sizes and devices)*
- Search Engine Optimization (SEO)**  
*(website content optimized for relevant keywords)*
- Accessibility**  
*(is your website accessible to people with disabilities?)*
- Security**  
*(keep your website and visitors safe)*
- Testing and Launch**  
*(test on different browsers, proofread content and share it with the world)*

Building a website is an ongoing process. By following this checklist and staying informed about best practices, you can create a website that effectively represents your business and helps you achieve your online goals.