

Website Set-Up Checklist

S.No.	Task	Status
1.	Buy a domain customized to the company name – www.companyname.com	<input type="checkbox"/>
2.	Decide between hiring a professional web-designing service and a do-it-yourself (DIY) simple WordPress site.	<input type="checkbox"/>
3.	Go through templates and choose a template which appeals to you and is appropriate for the business	<input type="checkbox"/>
4.	List down the basic components of the website – site pages	<input type="checkbox"/>
5.	Develop textual content for each tab/section of the website. Ensure that it isn't too verbose. Too many words on a website make it tedious for the readers.	<input type="checkbox"/>
6.	Select appropriate pictures, videos, infographics, quotes, animations etc. to go along with the textual content. Make sure there is no IP rights infringement	<input type="checkbox"/>
7.	Add all content to the website template and tweak the content, alignment, arrangements etc.	<input type="checkbox"/>
8.	Create social media plug-ins to make the website real-time and interactive	<input type="checkbox"/>
9.	Review the website for grammatical errors, typos or any other final changes to be made. Get one external person to review the content.	<input type="checkbox"/>
10.	Go live! And begin promoting the website through social media, emails etc.	<input type="checkbox"/>