

10-Point Website Design Checklist for Small Business Owners

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Define Your Website Purpose & Audience



Identify the primary purpose of your site (sales, information, lead generation)



Set specific, measurable goals (example: 10 contact form submissions monthly)



Create a detailed profile of your ideal website visitor



List all essential features your website must have

Establish Your Budget & Timeline



SET A REALISTIC BUDGET FOR YOUR WEBSITE PROJECT



CREATE A PRACTICAL TIMELINE FOR DEVELOPMENT AND LAUNCH



IDENTIFY ANY HARD DEADLINES OR PRIORITY FEATURES



ALLOW BUFFER TIME FOR REVISIONS AND TESTING

Gather Design Inspiration & Branding Assets

- Collect examples of websites you like (and don't like)
- Compile all existing branding materials (logo, colors, fonts)
- Note specific design elements you prefer or want to avoid
- Ensure your website will align with your brand identity



Research Local Website Designers

Search	Search online for designers in your area with relevant keywords
Ask	Ask other local businesses for recommendations
Check	Check online directories and review platforms
Consider	Consider attending networking events to meet designers in person



Evaluate Portfolios & Technical Skills

- Review each designer's past work across different industries
- Test their portfolio websites on mobile devices
- Verify their technical skills match your website needs
- Check if they're proficient in platforms relevant to your project

Assess SEO & Optimization Skills

01

Ask about their understanding of SEO principles

02

Review SEO results of their previous client websites

03

Inquire about their website speed optimization techniques

04

Check their recommendations for reliable hosting services

Evaluate User Experience Expertise

- Discuss their approach to creating intuitive navigation
- Ask if they conduct any usability testing
- Look for clear call-to-action elements in their designs
- Ensure they prioritize mobile-first design approaches



Check References & Communication Style



CONTACT REFERENCES FROM THEIR PREVIOUS CLIENTS



ASSESS THEIR COMMUNICATION STYLE AND RESPONSIVENESS



VERIFY THEIR RELIABILITY AND ORGANIZATION SKILLS



ENSURE THEY EXPLAIN TECHNICAL CONCEPTS CLEARLY

Review Contract Terms & Ownership

- Get a detailed written proposal with deliverables and timelines
- Ensure you'll have full ownership of your website
- Clarify the revision process and the number of revisions included
- Understand all ongoing maintenance costs and services



Plan for Launch & Beyond

- Establish a regular feedback and review schedule
- Set up clear communication channels and response expectations
- Ensure accessibility for all users, including those with disabilities
- Plan for thorough testing across multiple devices and browsers before launch



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Contact Blaser Consulting

Don't navigate the website design process alone - contact Blaser Consulting today for a free website strategy session and discover how I can help you create a powerful online presence that drives real results for your business.

Call (206) 249- 9134 or schedule a call today.

