

Website Planning Checklist (Complete Guide)

This 4-point **website planning checklist** will help you organize every stage — from research to post-launch.

1. Pre-Planning and Research

Before writing a single line of code or designing a mockup, you need clarity on your goals, audience, and resources.

Checklist:

- Define website goals (lead generation, eCommerce, brand awareness, etc.)
- Identify your target audience and create user personas
- Conduct R&D and competitor analysis
- Define core website features (blog, shop, membership, etc.)
- Allocate budget and set project timelines
- Choose your website management team (in-house or agency)

2. Wireframe Layout and Content Planning

Once your objectives are clear, structure your content and navigation with a clear site map and wireframe.

Checklist:

- Decide on homepage structure and primary sections
- Map key pages (About, Services, Contact, Blog, etc.)
- Create a sitemap and navigation flow
- Select your website platform (WordPress, Drupal, or custom)

- Define branding elements (logo, color palette, typography)
- Draft website content and CTAs for each page
- Prepare image and video assets for design integration

3. Design, Development, and Technical Setup

This is the phase where your research turns into a functional, responsive website.

Checklist:

- Design with UI/UX and mobile responsiveness in mind
 - Ensure accessibility (WCAG / ADA standards)
 - Choose a secure hosting provider
 - Pick and register your domain name
 - Set up SSL certificate (HTTPS)
 - Integrate essential tools (Google Analytics, Search Console, SMTP, etc.)
 - Set up CMS, plugins, and themes (WordPress setup recommended)
 - Optimize images and scripts for speed
 - Review cross-browser and cross-device compatibility
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4. Launch and Post-Launch

After design and development are complete, perform testing, quality assurance, and final SEO checks before going live.

Checklist:

- Test the website in a staging environment
- Review all forms, CTAs, and interactive elements

- Check for broken links and redirects
- Optimize meta titles, descriptions, and URLs
- Submit sitemap to Google Search Console
- Ensure pages are indexed correctly
- Test website accessibility and loading speed
- Enable website backups and monitoring
- Review analytics setup post-launch