

Website Build Checklist

(if using a purchased template, scroll down)

1. Begin

- ☐ Choose a template
- ☐ Built out Site styles
- ☐ Add logo & Favicon
- ☐ Build a Home page to establish a design
- ☐ Organise navigation

2. Each Page

- ☐ Run Spell Check
- ☐ Photo Credits
- ☐ Correct mobile layout
- ☐ Make sure all links work

3. Final Check before launch

- ☐ Do all links open in a new window?
- ☐ Check that the form is sent to the correct place
- ☐ Make sure responsive design works
- ☐ Does it work across browsers?
- ☐ [Load Speed?](#)
- ☐ SEO
 - ☐ Site Title
 - ☐ Meta Description
 - ☐ Create a custom 404 error page
 - ☐ Business info (settings> business info)
 - ☐ Submit Sitemap
 - ☐ SEO titles & descriptions for every page & photo
 - ☐ Make sure URLs are short
 - ☐ Secure the site
 - ☐ Add cookie consent banner
 - ☐ Disable analytics and performance cookies
 - ☐ Add your privacy policy
 - ☐ Connect Social media
 - ☐ Connect to Google Analytics
 - ☐ Enable [AMP](#)

4. Launch

- ☐ Link custom domain

- ☐ [Change privacy](#)

Check your online store setup

- ☐ [Add a payment processor](#) so you can accept payments.
- ☐ Set any required [tax rules](#) and learn about [collecting VAT or GST](#).
- ☐ Add at least one [shipping option](#) if you sell physical products.
- ☐ Run a [test order](#) to see what checkout is like for your customers. This is a good time to check how shipping options display and how your email notifications look.
- ☐ Confirm every product has the correct [price](#), at least one [product image](#), and a complete description.
- ☐ [Disable test mode](#) to prepare for accepting orders.

Optional:

- ☐ Consider adding [tags and categories](#) to every product.
- ☐ [Your store email notifications](#) have default content you can use, but you can add custom information to them.
- ☐ [Customize your checkout page](#). For example, you can require additional information and style it to match your brand.
- ☐ [Prepare your first sale or discount](#) to celebrate your new store.

Blog page checklist

- ☐ Check if you've [enabled comments](#), and decide if they require approval.
- ☐ Consider adding [tags and categories](#) to every post.
- ☐ Decide if you want to [excerpt your posts](#).
- ☐ Set the number of [posts that will display per page](#).

If you're using your blog page to host a [podcast](#):

- ☐ Check your [podcast details](#) are correct.
- ☐ Ensure you've added [podcast artwork](#).
- ☐ Remember to [submit your podcast to Apple](#) after your site is live.

Using a Squarespace Template:

5. Begin

- ☐ Choose a template & purchase
- ☐ Change out any site style & colors
- ☐ Add logo & Favicon
- ☐ Organize navigation

6. Each Page

- ☐ Run Spell Check
- ☐ Make sure all links work

7. Final Check before launch

- ☐ Do all links open in a new window?
- ☐ Check that the form sends to the correct place
- ☐ Make sure responsive design works AKA mobile
- ☐ On-page SEO
 - ☐ Site Title
 - ☐ Make sure keywords are in H1 and H2's
 - ☐ Meta Description
 - ☐ Check over 404 error
 - ☐ Business info (settings> business info)
 - ☐ SEO titles & descriptions for every page & photo
 - ☐ Make sure URLs are short
 - ☐ Add your privacy policy
 - ☐ Connect Social media
 - ☐ Connect to google analytics

8. Launch

- ☐ Link custom domain
- ☐ Change privacy Police and Terms & Conditions