

WEB DESIGNER'S WORKFLOW CHECKLIST

KICK-OFF INFORMATION

Client Name: _____

Contact Person: _____

Website URL: _____

Project Start Date: _____

Project End Date: _____

Project Cost (Including deposit or payment plan details): _____

Contact Information: _____

☐ Deposit Paid

☐ Contract Signed

Notes:

BASIC INFORMATION

- ☐ Have a kickoff meeting to gather design intel
- ☐ Gather textual Content (text for page copy)
- ☐ Gather visual Content (images and text)
- ☐ Gather social media links and passwords for integration
- ☐ Gather E-Commerce information (PayPal logins, etc., addresses for shipping, SSL

Certificate)

Pages Required:

Notes:

DESIGN & BUILD INFORMATION

- ☐ Build your sitemap (pages required, pages to go in menus, nesting details, etc.)
- ☐ Establish a color palette
- ☐ Create a wireframe created for all pages
- ☐ Upload your logo
- ☐ Purchase the hosting account
- ☐ Purchase a domain name
- ☐ Integrate with any Version Control software
- ☐ Create your Database
- ☐ Install WordPress
- ☐ Install your theme
- ☐ Discourage search engines from indexing the site
- ☐ Build your pages
- ☐ Upload your images
- ☐ Add content to all pages and design!
- ☐ Proofread all the content for spelling and grammar
- ☐ Install your favicon
- ☐ Design your blog layout
- ☐
- ☐
- ☐

E-COMMERCE AND SEO INFORMATION

- ☐ Create a Terms and Conditions page
- ☐ Create a Privacy Policy page
- ☐ Add and organize products
- ☐ Add E-Commerce permissions (Paypal, Stripe, etc.)
- ☐ Test E-Commerce payments successfully
- ☐
- ☐

Notes:

SEO INTEGRATIONS

- ☐ Install the All in One SEO Pack plugin (or SEO plugin of choice)
- ☐ Generate Robots.txt file and XML Sitemap
- ☐ Assign ALT tags to all images
- ☐ Make sure each page has an H1 and H2
- ☐ Make sure each page has SEO titles and SEO descriptions
- ☐ Submit Sitemap to Google and other search engines
- ☐ Encourage search engines to index the site
- ☐
- ☐
- ☐

Notes:

POST-DESIGN INFORMATION

- ☐ Integrate Social Media accounts
- ☐ Test for all screens, devices, and browsers
- ☐ Test all of the forms
- ☐ Test all of the links
- ☐ Create automatic backups
- ☐ Get approval from client
- ☐
- ☐
- ☐ Launch!

Notes:

POST LAUNCH

- ☐ Train your client on how to use and update their site
- ☐ Test for all screens, devices, and browsers
- ☐ Test all of the forms
- ☐ Test all of the links
- ☐ Receive your final payment
- ☐
- ☐

Notes:

