



# WEBSITE BASICS CHECKLIST

## ☐ FIND A HOST

This is essentially rented server space to park your website. One of the biggest things to check is whether they are offering a promotional price and what the price will be after. The second is not always posted and can lead to some surprise renewal charges later.

## ☐ CHOOSE A URL (DOMAIN NAME) AND WHO YOU WILL RENEW THROUGH

This is the fun step, if you like naming things. Different platforms, such as Google suite and your host site, offer different rates for the renewal. Choose a provider and set up auto-renew. You do not want to lose your domain even if you ultimately do not host your site for financial reasons.

## ☐ CHOOSE A WEB DESIGN BUILDER / THEME

Word Press is queen in this space because it utilizes a visual editor and has a number of built in themes, and a lot of purchase-able themes have easy Word Press integrations. But it is not the only game in town. Research what is offered through your host and choose what works for your brain style. If you choose to go with a web designer, they will likely have their own requests.

## ☐ PICK A SITE IDENTITY

This will be your logo, color scheme, fonts, and general branding that will carry across all platforms. Make sure whatever you use for content creation offers the same colors and fonts you're using for your website.

## ☐ CHOOSE AN E-COMMERCE PROVIDER

Depending on what web-builder you use, certain e-commerce platforms integrate better than others. When deciding, consider if you want to use one platform for in-person and online sales, do you need it to have an app? Is there special equipment (card readers) you need?

## ☐ SET UP YOUR STORE

Decide how you want to display your products and build out your store. Check if your e-commerce takes tax and calculates shipping or if you plan to build those into your pricing. Consider a shipping partner if you think you'll mail a lot of items (MyPostageSaver, Stamps.com, etc)

## ☐ **SET UP PAYMENT OPTIONS**

Most will let you link PayPal and Amazon pay options. You can also create business Venmo and PayPal accounts to use for in-person sales.

## ☐ **KEEP YOUR SITE CURRENT**

As you create new products and offerings, or your prices change through other retailers, make sure you are updating the items on your site. If your goal is to drive more sales to your page directly, offer direct sales exclusive deals.