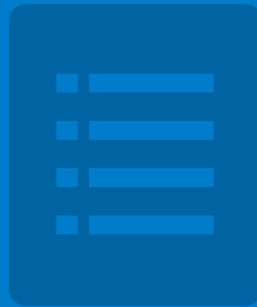


Website Success Checklist

Addressing most, if not all, of these points will guarantee a successful website design and development project!



DESIGN

- ☐ Market appropriate
- ☐ Audience targeted
- ☐ Design supports functionality
- ☐ Modern 100k & feel
- ☐ Clear CTAs, next steps
- ☐ Keep it simple

USABILITY

- ☐ Users find what they need easily
- ☐ Multiple habits = multiple paths
- ☐ Navigation is intuitive
- ☐ Use standard web conventions
- ☐ User testing

CONTENT

- ☐ Clear & Concise Messaging
- ☐ Consistent Taxonomy & IA
- ☐ Snackable Content
- ☐ Provide Visual Support
- ☐ Keyword Optimized

FIND-ABILITY

- ☐ SEO/SEM optimized
- ☐ Push and pull outreach
- ☐ Buzz, mentions, shares
- ☐ Analytics

PERFORMANCE

- ☐ Fast to load
- ☐ Optimized for multi-device
- ☐ 99% uptime
- ☐ Secure
- ☐ Hosting that can scale
- ☐ Metrics

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