



# Website Design Checklist

- Company Name & Industry**

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- Logo** (Do you have an existing logo or do we need to create one?)

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- Design** (Colours, fonts, images, other websites you like)

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- Target Audience** (Website users/customers: age, sex, region etc)

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- USPs** (What makes you stand out from the competition?)

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- Competition** (Competitor websites you admire or you want to differentiate yourself from?)

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- Web Pages** (Home, products/services, images, about, pricing, contact)

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- Goals** (e-commerce, lead creation, portfolio, brand recognition)

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- Functionalities** (Call-to-action, booking form, contact form)

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- Website Copy** (Will you be providing your own written content or will you need assistance from us?)

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- SEO** (Key words)

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- Useful Information** (Opening hours, address, telephone number, email, social media)

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- Support** (How often will your website need updating?)

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