



# website essentials: a checklist for 2021

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Designing a website that is beautiful, functional and aligned with your brand takes time and intention. It involves prototypes, coding, testing. It requires attention to detail and a skillset to build a platform that will welcome your clients and help you connect with them on a deeper level.

But how do you make sure your brand new website (or a redesigned version) is attracting visitors, providing value and collecting the information you need?

## Here's a **checklist of 10 items** to keep in mind when **planning a website design**

### ☐ \_\_\_\_\_ **style guide**

Starting a website project with a style guide in hand is the best way to assure consistency throughout your site and across all of your marketing material. Which logo variation should be used in each instance? What fonts are you using and why? Do you have the codes for your primary and secondary colors? All these questions can be easily answered by consulting your style guide and will speed up the process.

### ☐ \_\_\_\_\_ **mobile friendly design**

More than half of all website traffic worldwide is generated through mobile phones. Having a mobile friendly website makes all the difference as many people shop, make appointments and engage with brands mostly from their phone these days.

### ☐ \_\_\_\_\_ **content with purpose**

Does your content bring value? Can your website visitors relate to what you're saying? Relevant content will keep your audience engaged and coming back for more. If you're not sure how (and what) you want to communicate to your clients, having a strategy session with a marketing professional to streamline your message is always a good idea.

### ☐ \_\_\_\_\_ **call-to-actions**

What do you want people to see or do while browsing your website? Guide them with prompts and make it easy to find out what the next steps are.



## ☐ — analytics

How many visitors did you get this month? Did they land on your website from a desktop or mobile device? How did they come to you, via social media or organic search? Google Analytics will tell you all that and many more stats that can be useful for your strategy.

## ☐ — ADA compliance (Americans with Disabilities Act)

ADA - Americans with Disabilities Act - is a law designed to make sure everyone, including persons with disabilities, can enjoy the full and equal use of your website. They can access content, navigate your website successfully, engage with different elements, etc. When some accessibility standards are not in place, your website can be flagged and you can potentially get sued. Working with a professional that is versed on ADA can prevent issues down the road.

## ☐ — user-friendly design

User-friendly means a functional website built to help your visitors find what we're looking for quickly. A lot can be taken into consideration here, based on insights we have about your ideal client. For example, if your audience is older, you might consider making the fonts on your website larger.

## ☐ — integrations

Are your potential clients finding your social media links easily, to follow your updates on Instagram or LinkedIn? Can they set up an appointment online to speak with you, or sign up for your mailing list? Make it seamless and convenient to connect with you.

## ☐ — images

Choose images that convey your brand and your message effortlessly. Photos of you and taken specially for your business by a photographer are the best option, but stock photos can work for your website as long as they aren't too generic. The image size will make or break your website speed, so it's important to know the right size to use in headers, blog posts, etc. Also: search engines don't have eyes, they can't see your images! Your alt text is what tells them what your image is about, so make sure the description is accurate and contains key words.

## ☐ — SSL certificate

SSL certificates allow secure connections from a web server to a browser. Security concerns are at an all time high when it comes to online platforms - your website included. An SSL certificate can be purchased at your hosting provider and is well worth the investment.

Interested in learning how you can turn your website into your company's best asset? **Let's chat.**



## ABOUT LILIAN

Lilian Santini is the creative director and CEO of **The Copper Portico**, a boutique marketing company passionate about delivering results and building authentic connections. Our intentional branding and design process is for purpose-driven brands with a focus on making a difference in communities throughout the world.

Lilian brings over a decade of experience helping entrepreneurs and world-renowned companies create dynamic visual brands with a clear message and strong online presence. Born in Brazil, she is a multicultural marketer who is fluent in Brazilian Portuguese, English and Spanish.