

Website Planning Checklist

A practical checklist for preparing a useful business website.

1. Start with the purpose

Define the site's primary audience, the action visitors should take and the business owner responsible for updates. Write a short brief covering purpose, priorities and constraints.

2. Prepare the approach

Create a page inventory and gather approved copy, photographs and brand assets. Assign owners to product information, contact details and policies so they remain accurate.

3. Test the decision

Sketch the main visitor journeys and review navigation, forms and mobile layouts. Plan descriptive headings, alternative text and clear error messages as part of the content.

4. Review and improve

Before launch, test links, forms, downloads, permissions and analytics configuration. Record who will maintain the site, review enquiries and handle urgent corrections.

Your next step

Record your priority, the person responsible, the evidence you need and the next review date. Use the framework to support a discussion with your team; adapt it to your organisation and seek relevant specialist advice where needed.

Discuss implementation: WhatsApp +2348033946516