

6rs Website Checklist



Stage 1 - Your existing situation

- Check where your existing website and domain are hosted
- Confirm your current set up and charges
- Check if you are tied in to a contract with a provider
- Make sure you have the passwords for any accounts that your agency made need access to



Stage 2 - Pick your team

- A creative agency to design and develop your new website
- An in-house project manager
- A lawyer to advise on any necessary legal docs like NDAs



Stage 3 - Write your brief

- Look and feel of the new site
- Objectives of the business and role of the site in achieving them
- Budget
- Special features, such as online sales, content management etc.
- Timescales



Stage 4 - Content

- Confirm who is going to write the copy
- Choose a photographer or go with stock imagery
- Plan out any additional content for the new site, such as videos, infographics or blog posts
- Identify who is going to be responsible for maintaining and updating the site going forward



Stage 5 - Project management

- Confirm timescales for project
- Ensure there is an in-house point person for the agency
- Confirm all costs with agency and other third parties, including one-off charges and recurring costs



Stage 6 - Data

- Make sure you have access to any existing analytics accounts
- Analysis of existing site performance
- Access and analysis of existing online marketing, such as Google Adwords
- Ensure that the IT company and creative agency know their roles and identify who is managing what



Stage 7 - Security

- Check whether the site will require an SSL certificate (particularly recommended for e-commerce websites)
- If using a content management system, ensure security measures and plugins are installed



Stage 8 - Spreading the word

- Have a plan in place to market the site
- Social media channels set up and ready to go
- Initial blog post written



Stage 9 - Pre-launch

- Generate Google sitemap
- Make sure website is fully responsive for mobile devices
- Leverage server-side caching techniques to boost speed



Stage 10 - Post launch

- Prepare a snagging list
- Track user behaviour and make tweaks where necessary
- Have service level agreements in place for any ongoing maintenance or marketing contracts
- Order a very large cocktail!