PRACTICAL RESOURCE · NO REGISTRATION

# Your website project checklist

For each item, record what you have, what is missing and who needs to decide. Attach a page, screenshot or test result. This gives you a practical basis for comparing proposals, rather than a feature list.

Mark each item as ready, incomplete or awaiting a decision, then record the next action and its owner. An empty field is a question to resolve, not a failed website.

## 1. Define the enquiry you want

Who are you trying to help, and how should they contact you?

**Evidence to gather:** One priority service, its audience and a clear next step, such as requesting a quote.

Status

To review

Next action and owner

## 2. List the pages worth keeping

Which pages should stay, change or be created?

**Evidence to gather:** A list of URLs, languages and available content, with someone responsible for each gap.

Status

To review

Next action and owner

## 3. Try the journey on a phone

Can a visitor understand your offer and send an enquiry on mobile?

**Evidence to gather:** A test of navigation, buttons and forms, including errors and the confirmation message.

Status: To review

Next action and owner

## 4. Keep control of publishing

Who writes, reviews and publishes?

**Evidence to gather:** A content-editing demonstration in the CMS, your content management system, using the permissions your editor will have.

Status: To review

Next action and owner

## 5. Check where enquiries arrive

Where does the information go, and who responds?

**Evidence to gather:** A test enquiry found at its intended destination with the right fields, an owner and a recovery procedure if transmission fails.

Status: To review

Next action and owner

## 6. Plan for SEO continuity

Which URLs and content must be carried over before launch?

**Evidence to gather:** An old-to-new URL map, redirects to test and a link check, without assuming rankings will be preserved.

| Status | Next action and owner |
| --- | --- |
| To review | |

## 7. Clarify access and ownership

Who controls the domain, hosting, accounts and deliverables?

**Evidence to gather:** An inventory of account holders, administrators and contractual handover arrangements. Do not put passwords in this sheet.

| Status | Next action and owner |
| --- | --- |
| To review | |

## 8. Agree the acceptance tests

Which journeys must your team approve before launch?

**Evidence to gather:** Agreed tests, recorded results, blocking issues, a decision owner and a rollback plan.

| Status | Next action and owner |
| --- | --- |
| To review | |

## 9. Plan what happens after launch

Who looks after updates, backups and external connections?

**Evidence to gather:** Written responsibilities, support scope and exclusions, plus a restore procedure to test.

Status

To review

Next action and owner

## 10. Choose meaningful measures

How will you distinguish visits, submitted forms and qualified enquiries?

**Evidence to gather:** Defined events, a baseline period, required consent and someone responsible for sales follow-up.

Status

To review

Next action and owner

# Choose the next step

Start with anything already preventing an enquiry from arriving or being handled. Use the remaining items to prepare a discussion, not to assume you need a rebuild.