Beginning a new website project can be a daunting and intimidating task. There are so many moving parts it is easy to overlook some of them. This doesn't just go for the web designer; it goes for the client as well. In an effort to help make the process a little less frightening, here is a **website project checklist for the client**

- **Domain Names**
  - Do you have a list of all relevant domain names?
  - Does your company own the domain(s) and have access to the domain registration info?
  - How many domains point to this website?
  - Would changing any of those domains impact other areas of your business such as company email?
- **Site Security**
  - Does your website require an SSL?
  - Password protection?
  - Other?
- **Target Audience**
  - What kind of audience will the site be developed for?
  - What kind of information are they looking for?
  - What kinds of actions should they be taking?
  - Is any usage or analytic data available for the web design team to review?
- **Keywords/SEO**
  - Compile a list of keywords and key phrases you think your website should be targeting
  - Are these words the same as what your audience might use to search for your products or services? Be sure to put yourself in your customer's shoes.
  - Be sure to consider this list when auditing and compiling your website content
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- **Audit Existing Content**
  - How much is staying?
  - How much is being removed?
  - How much needs just minor editing?
  - How much new content needs to be generated?
  - Don't forget to include logos, images and videos in this process
- **Site Structure**
  - Does the site already have a sitemap to follow?
  - How will changes in your content impact the way the site is organized?
- **Creating New Content**
  - Are you developing the content internally?
  - Do you need to enlist a copywriter for partial or full copywriting assistance?
- **Existing Site Assets and Functionality**
  - Is there any data or functionality that needs to be carried over?
  - Do you already have a web analytics solution in place that should be retained?
- **New Functional Requirements**
  - Is there any new functionality the new site should be capable of?
  - Does the site need to communicate with any backend systems?
  - How will ecommerce transactions be handled and processed?
  - Who with your organization should receive web form submissions and notifications?
- **Technology Requirements**
  - What technology requirements (if any) does the new site have? For instance, should the site be developed on the Microsoft .Net platform, or .PHP?
  - Do you need a printable version of the site?
  - A mobile version?
- **Content Management**
  - How much of the site's content will you need to edit on a regular basis?
  - How often does the content change?

- What kind of content changes will you be making?
  - Product data, simple text updates, adding/removing whole pages, and images to a gallery, etc.?
- Who within your organization will be responsible for these updates?
- Does content need to be approved by other in your organization before it goes live?
- **Hosting**
  - Where will the site be hosted?
  - If switching to a new host, does the new host support the technology the new site will use?
- **Deadline**
  - When does the new site need to launch?
  - What is the plan in the event there are any delays?
- **Budget**
  - What is the budget available for this project?
  - If there is not adequate budget for this project, can some of the features and functionality be phased in?
- **Social Media**
  - What social media does your company participate in?
  - How will social media be integrated into the new website?
  - Do you own and have control over all the usernames and passwords for those accounts?
  - Do you need to create them from scratch?
- **Marketing**
  - How will you promote the site to your existing users and customers?
  - How will you attract new users and customers?
- **Project Management**
  - Who will be the main point of contact during the project for your organization?
  - Who has the power to make decisions and approve project milestones?

- Have you assigned tasks to other team members from your organization to assist with the project?
- Do they understand their roles and responsibilities?