

CHECKLIST

# HOW TO BUILD A WEBSITE



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This comprehensive checklist guides you through the essential steps of creating, launching, and maintaining a successful business website. Follow these steps sequentially to ensure you build a professional, effective online presence that drives results for your business.

## Checklist

### 1. Initial Planning

- Define your website's primary goals and target audience
- Research competitors' websites for inspiration and differentiation
- Create a sitemap outlining all required pages and navigation structure
- List essential features needed (e.g., contact forms, booking system, online store)
- Establish your budget for website development and maintenance

### 2. Website Builder Selection

- Compare pricing plans of different website builders
- Test free trials of 2-3 preferred platforms
- Verify mobile responsiveness capabilities
- Confirm essential features are available

- Purchase domain name and hosting package

### 3. **Brand Implementation**

- Create/gather brand assets (logo, colors, fonts, images)
- Develop a consistent visual style guide
- Select and customize a template that matches your brand
- Prepare high-quality, original images of products/services
- Write compelling copy for key pages (Home, About, Services/Products)

### 4. **Technical Setup**

- Install SSL certificate for security
- Set up Google Analytics and Search Console
- Configure backup system
- Implement contact forms and automation
- Test website speed and optimize as needed

### 5. **Pre-Launch Checklist**

- Test all links and forms
- Check mobile responsiveness on different devices
- Proofread all content
- Verify payment systems (if applicable)
- Test load times and performance

### 6. **Seo Optimization**

- Research and implement relevant keywords
- Optimize meta titles and descriptions
- Add alt text to all images
- Create XML sitemap
- Set up Google Business Profile (if local business)

## 7. **Post-Launch Maintenance**

- Schedule regular content updates
- Monitor analytics monthly
- Perform security updates
- Collect and respond to user feedback
- Back up website regularly

**Final Step:** Conduct monthly website reviews to assess performance metrics, user feedback, and identify areas for improvement. Update your strategy based on these insights to ensure continuous growth and effectiveness of your online presence.

## #1 Recommended Marketing Tools



**LeadsLeap** 

**Smart Lead-Generation Tools**  
**Boost Traffic, Build Lists & Automate Marketing**

The advertisement features a central illustration of a laptop displaying the LeadsLeap dashboard, which includes various analytics charts and a list of leads. To the right of the laptop is a smartphone showing a green bar chart with an upward arrow and the text "REAL TRAFFIC". Surrounding these devices are several stacks of gold coins and a stack of US dollar bills. A target icon with an arrow in the bullseye is positioned above the money. A blue circle with a white plus sign is also visible. The background is a dark blue space with faint circuitry and data line patterns.

**Grow Leads, Conversions & Sales!** 

<https://gregraymarketing.com/LeadsLeap>



## #1 Recommended Affiliate Program

**ONE LINK...**  
**7+ INCOME STREAMS!**  
No Website? No Experience? **NO PROBLEM!**

**\$7 | \$47**  
**\$2,000+**  
**AUTO COMMISSIONS!**

**COPY & PASTE SIMPLE!** **FAST CASH \$\$\$!** **DONE FOR YOU SYSTEM!**

**GET PAID FROM ONE LINK!**  
**CLICK HERE NOW!**

ChatGPT

<https://gregraymarketing.com/MegaLink>



## #1 Recommended Advertising Resource



<https://gregraymarketing.com/DailyAds>



## #1 Recommended List Builder

A vibrant, futuristic advertisement for 'AI Matrix Spillover'. The background is a dark space filled with glowing green and yellow digital lines and data points, resembling a high-tech matrix. At the top, the title 'AI MATRIX SPILLOVER' is written in large, bold, green and yellow gradient letters. Below the title, there are four rectangular boxes with glowing borders, each containing a benefit: 'AI Builds Your Downline', 'AI Grows Your Email List', 'Plus A 2x12 Matrix', and '\$20 Fast Start Bonuses!'. In the center, a large, glowing yellow oval contains the text 'Don't Wait!'. Below this, the text 'Join Our Team Today!' is written in a large, bold, yellow font with a black outline. The overall aesthetic is high-tech and energetic, with a focus on digital growth and AI technology.

**AI MATRIX SPILLOVER**

AI Builds Your Downline

AI Grows Your Email List

Plus A 2x12 Matrix

**\$20** Fast Start Bonuses!

**Don't Wait!**

**Join Our Team Today!**

<https://gregraymarketing.com/AIM>



## #1 Recommended Faith Based Business



<https://gregraymarketing.com/UFC>

## #1 Recommended FREE Affiliate Marketing Training

### FREE BONUS MEMBERSHIP



- ✓ *The Surprising Truth About Affiliate Marketing*  
Learn how to think like a super affiliate and take your business to the next level.
- ✓ *How to Uncover the Hottest Markets Around*  
You'll get a really slick strategy for discovering niches you never knew existed!
- ✓ *How To Get Vendors to Send Traffic to You*  
Get vendors to promote your site, send you traffic, and generate sales for you. It's crazy! goes here

REGISTER NOW TO CLAIM YOUR FREE  
SILVER MEMBERSHIP PASS (\$27VALUE)  
**AffiliateProfitsClub**  
The Shortcuts To Affiliate Marketing Success

CLAIM YOUR FREE MEMBERSHIP »

<https://gregraymarketing.com/APC1>