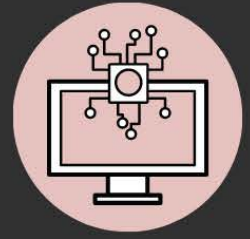


Website Prep CHECKLIST



The Basics

- Know the Objective of Site
- Measure of Success Defined
- Target Market Defined
- Logos Available - Different Sizes
- Tag Line Developed
- Select Site Builder
- Competitors Researched

Page Content

- Call to Action Defined
- Determine Pages Needed
- Identify Services/Products
- Gather Images for Each Page
- Gather 3-5 Testimonials
- Write Content
- Solve the Problem

Expanded Content Development

- Size all Images the Same
- Content for Videos
- Begin Video Development
- Content for Email Lists
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Extra Detail

- Social Content for X Promotion
- Links to Google Reviews/Maps
- Develop Header Image
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