

WEBSITE PROJECT BRANDS CHECKLIST

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 team**; it goes for the **brands** as well. In an effort to help make the process a little less frightening, here is website project checklist to help our brands start the process.

DOMAIN NAMES

- Prepare a list of all relevant domain names
- Decide which is the primary domain to use
- List how many domains point to this website
- List any email accounts that may be affected by DNS changes

SITE SECURITY

- List password protected pages (if any)
- Other

TARGET AUDIENCE

- Primary audience
- List of most relevant pages/information
- Call to actions needed
- Access to all analytics data

KEYWORDS/SEO

- Compile a list of keywords and key phrases you think your website should be targeting
- Ensure the keywords match what primary audience will be searching for
- Be sure to put yourself in your customer's shoes.
- Be sure to consider this list when auditing and compiling your website content

AUDIT EXISTING CONTENT

- Content to retain
- Content to removed
- Content to edit
- New content to generate
- Don't forget to include logos, images and videos in this process.

SITE STRUCTURE

- Site Map
- Web page hierarchy based on importance

CREATING NEW CONTENT

- What content is being developed
- Do you need to enlist a copywriter for partial or full copy writing assistance?

EXISTING SITE ASSETS AND FUNCTIONALITY

- Data needed to be retained
- Analytics solution

NEW FUNCTIONAL REQUIREMENTS

- New functionalities
- Back up system requirements
- Ecommere information
- Web notifications recipients

TECHNOLOGY REQUIREMENTS

- Specific technology requirments/requests

CONTENT MANAGEMENT

- Content management requitremts (locations, menu etc)
- Content update frequency
- Product data, simple text updates, adding/removing whole pages, and images to a gallery, etc.?
- CMS manager
- Brand content approval process

HOSTING

- Hosting requirements

DEADLINE

- Due date
- Delay process

BUDGET

- Available budget

SOCIAL MEDIA

- List social media accounts
- Required social media integration
- Ownership or social media accounts
- New social media accounts needed

MARKETING

- Website promotional needs
- Marketing strategy

FAVOURITE WEBSITES

- Provide a list of three to five websites that your team find interesting to better help our design process.

PROJECT MANAGEMENT

- Brands project manager
- Member responsible for final decisions and approval of project milestones
- List of other parties involved in project
- Project roles defined

For any questions or for more information please contact the **MTY WEB TEAM** at mtywebdepartment@mtygroup.com