19 Website Basics Every Site Needs

# Content Management System (CMS)

CMS of choice; e.g., Specific Site Builder, WordPress:



# Domain Name

 Domain name registrar: 

 Domain name: 

# Web Hosting

 Web hosting provider: 

# SSL Certificate

1. **High-quality Template or Theme**

 Select a site builder’s template or choose a theme (WordPress)
 If using WordPress, choose, install, and activate theme

# Brand Assets: Logo, Site Icon, Color Scheme

 Logo
 Site icon

 Color scheme

# Graphics & Images

1. **Data Reports & Analytics Tracking**

 Create a Google Analytics account
 Connect to Site Builder Account

 Or, if using WordPress, choose, install, and activate analytics plugin
 or plugin to embed Google tracking code in page header

# SEO Tools (or Plugin)

 If using WordPress, choose, install, and activate plugin

# Contact Information

1. **Generic Business Email Address**

 Email Service Provider: 

 Email Address: 

# Online Appointment Bookings (Optional)

 If using WordPress, choose, install, and activate plugin

# Performance & Security Plugins

 If using WordPress, choose, install, and activate plugins for site security
 and performance

# Lead Generation Magnet

 Choose a valuable offer

 Add the lead magnet to your site

# Built-in Email Marketing

 Choose an email marketing automation platform

 Connect the platform to your site (may require plugin for WordPress users)

# Live Chat

 If using WordPress, choose, install, and activate the Chat plugin

# Sitemap

 Create your sitemap

 Submit your sitemap to the Google Search Console

# Optimization Strategy

 SEO keyword research
 Content optimization plan

# Marketing Strategy

 Google My Business listing
 Content marketing plan
 Directory listings
 Advertising