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