

# 19 Website Basics Every Site Needs

## ■ 01 Content Management System (CMS)

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

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## ■ 02 Domain Name

■ Domain name registrar: \_\_\_\_\_

■ Domain name: \_\_\_\_\_

## ■ 03 Web Hosting

■ Web hosting provider: \_\_\_\_\_

## ■ 04 SSL Certificate

## ■ 05 High-quality Template or Theme

■ Select a site builder's template or choose a theme (WordPress)

■ If using WordPress, choose, install, and activate theme

## ■ 06 Brand Assets: Logo, Site Icon, Color Scheme

■ Logo

■ Site icon

■ Color scheme

## ■ 07 Graphics & Images

## ■ 08 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

## ■ 09 SEO Tools (or Plugin)

- If using WordPress, choose, install, and activate plugin

## ■ 10 Contact Information

## ■ 11 Generic Business Email Address

- Email Service Provider: \_\_\_\_\_
- Email Address: \_\_\_\_\_

## ■ 12 Online Appointment Bookings (Optional)

- If using WordPress, choose, install, and activate plugin

## ■ 13 Performance & Security Plugins

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

## ■ 14 Lead Generation Magnet

- Choose a valuable offer
- Add the lead magnet to your site

## ■ 15 Built-in Email Marketing

- Choose an email marketing automation platform
- Connect the platform to your site (may require plugin for WordPress users)

## ■ 16 Live Chat

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

## ■ 17 Sitemap

- Create your sitemap
- Submit your sitemap to the Google Search Console

## ■ 18 Optimization Strategy

- SEO keyword research
- Content optimization plan

## ■ 19 Marketing Strategy

- Google My Business listing
- Content marketing plan
- Directory listings
- Advertising