19 Website Basics Every Site Needs

01 Content Management System (CMS)
CMS of choice; e.g., Specific Site Builder, WordPress:

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