

# New Website

## Preparation Checklist

CREATED BY



**SPARK**  
Business Works

Is it time for your business to update its website?

Great! A little thought and preparation before you start will go a long way toward making your new website into a valuable business asset.

This checklist will help you create the foundation for a successful project!

**Stakeholder Name(s) and Role(s):**

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**We've broken your project's strategy into 4 areas to think about:**

1. Why
2. Jobs to be Done
3. Site Mapping
4. Components

*Let's start!*  
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# 1. Why

## Start with the big picture strategy

### Why do you want a new website?

The “why” of your site guides the whole project, so be sure that you have clarity regarding the reason you want a new website.

#### SELECT ALL THAT APPLY

- ☐ Current site looks dated.
- ☐ Current site does not align with our current business direction or offerings.
- ☐ Current site lacks the functionality we need.
- ☐ Current site doesn't look good on mobile devices.
- ☐ We don't have a current site / we are a new business.
- ☐ Other or Additional Reasons (list):

**How will this project be measured?** What key results will make your new project a worthwhile investment?

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**When is the ideal time to launch?** Begin with the end in mind. Do you have a “busy season” to avoid?

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**What is the core message or value you want your site to communicate about your company?** What is your unique selling proposition? Make sure your site's messaging effectively communicates your company's value to your target audience.

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# Complete the following sentences

We do

\_\_\_\_\_

for

\_\_\_\_\_.



Our

\_\_\_\_\_

Products and services

help

\_\_\_\_\_

Customer segment

who want to

\_\_\_\_\_

Jobs to be done

by

\_\_\_\_\_

Verb (e.g. reducing, avoiding)

\_\_\_\_\_

and a customer pain

and

\_\_\_\_\_

Verb (e.g. increasing, enabling)

\_\_\_\_\_

and a customer gain

(unlike

\_\_\_\_\_)

Competing value proposition

# 2. Jobs To be Done

## Define your website process strategy

### What do you want the site to do? What do you want visitors to do?

A business website should be action-oriented. Think through what you would like your site and your site visitors to do.

What action do you want your visitors to take on your site or after visiting your site?

#### SELECT ALL THAT APPLY

- ☐ Fill out a form?
- ☐ Make a call?
- ☐ Email you?
- ☐ Request a quote?
- ☐ Schedule an appointment?

Other \_\_\_\_\_

How can your new website save you or your team time?

#### SELECT ALL THAT APPLY

- ☐ Answer frequently asked questions?
- ☐ Give directions to your location?
- ☐ Give hours of operation?
- ☐ Include a price calculator or estimator?

Other \_\_\_\_\_

# 3. Site Mapping

## Defining the scope and structure of your site

**What pages or sections would you like your new website to include?**

We've listed some possibilities below.

**SELECT ALL THAT APPLY**

- |  |  |
|--|--|
| <input type="checkbox"/> Home Page             | <input type="checkbox"/> Customer Testimonials |
| <input type="checkbox"/> About Us              | <input type="checkbox"/> Events                |
| <input type="checkbox"/> Team                  | <input type="checkbox"/> Blog/News             |
| <input type="checkbox"/> Our Mission/Values    | <input type="checkbox"/> Resources             |
| <input type="checkbox"/> Services We Offer     | <input type="checkbox"/> Careers               |
| <input type="checkbox"/> Testimonials          | <input type="checkbox"/> Community Impact      |
| <input type="checkbox"/> Contact Us            | <input type="checkbox"/> Metrics               |
| <input type="checkbox"/> Company History       | <input type="checkbox"/> Awards                |
| <input type="checkbox"/> Projects Completed    | <input type="checkbox"/> Photo Gallery         |
| <input type="checkbox"/> Products              | <input type="checkbox"/> Videos                |
| <input type="checkbox"/> Our Process           | <input type="checkbox"/> Social Media Profiles |
| <input type="checkbox"/> Industries We Work In | <input type="checkbox"/> Map                   |
| <input type="checkbox"/> Why Work With Us      | <input type="checkbox"/> Job Application Form  |

Other

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# 4. Components


## Gathering everything that will go into the site

Your web design partner will need a number of items from you to be able to build the site for you. The more you can gather these before the project starts (or at least start thinking about how you will get them), the better.

Cross reference the sections you checked above with the list below. For example, if you checked “Team,” consider whether you have high quality photographs of the team members you want to feature on your site. Do you have professional bios for those team members? If not, who can write them?

- ☐ **Copy.** Copy is the writing on your new website. If you don't have someone on your team who can do a great job, you will want to hire someone else.
- ☐ **Photos.** Do you have high quality photos for each of the sections you checked off above? If not, consider how you will obtain the photos you'll want on your site.
- ☐ **Video.** Do you want to include video on your site? If so, do you already have it or will you need to hire a videographer?
- ☐ **Logo.** If you have a logo you are happy with, see if you can find the original design files. If you don't have a logo you like, your new website is a great occasion to have one made.
- ☐ **Testimonials.** Do you have testimonials from satisfied customers? Consider gathering some.
- ☐ **Clear list of Services/Products.** A new website is a great occasion to revise and clarify your list of offerings if you need to do that.
- ☐ **Metrics.** Are there metrics you could gather that would be impressive if displayed on your website? A few examples include years in business, number of projects completed, dollar amount of donations to charity, or number of team members.

Anything else? →

What else will go on your site? 

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At this point your list does not need to be 100% comprehensive. It is meant to help you start to think through the process of developing a new website.

When you are ready to talk to an experienced and results-oriented web design firm, please contact SPARK.

We would love to hear from you!