

Website Planning Checklist

Use this quick-reference checklist to guide your website project from start to finish. Whether you're launching a brand-new site or redesigning an existing one, this covers the essentials to help you stay organized, aligned, and on track.



Step 1: Strategic planning

Lay the foundation by getting clear on goals, audience, and how you'll measure success.

- ☐ Define primary website objectives and success metrics
- ☐ Complete target audience analysis
- ☐ Conduct competitive analysis
- ☐ Document unique value proposition
- ☐ Set specific, measurable KPIs

Step 3: Technical planning

Address the tech stack, performance, and functionality that will support your site long term.

- ☐ Select CMS platform
- ☐ Choose a hosting solution
- ☐ Define security requirements
- ☐ List required integrations
- ☐ Document performance targets
- ☐ Plan backup and recovery procedures

Step 2: Content and UX

Plan the structure, content, and user experience to support clear navigation and conversion.

- ☐ Create a visual sitemap
- ☐ Complete wireframes for key pages
- ☐ Establish content strategy and guidelines
- ☐ Define brand voice and tone
- ☐ Plan user flows and conversion paths
- ☐ Document accessibility requirements

Step 4: Resource planning

Map out the timeline, team, and budget to keep the project on schedule and well-resourced.

- ☐ Establish project budget
- ☐ Create a detailed timeline
- ☐ Assign team roles and responsibilities
- ☐ Plan content creation resources
- ☐ Allocate ongoing maintenance budget

Step 5: Working with agencies (if applicable)

If you're working with a design/development partner, ensure a clear process is in place.

- ☐ Complete agency vetting process
- ☐ Establish communication protocols
- ☐ Define approval processes
- ☐ Document change management procedures
- ☐ Set performance metrics

Step 7: Post-launch monitoring

After launch, keep momentum by monitoring performance and planning for regular updates.

- ☐ Monitor analytics and performance
- ☐ Collect user feedback
- ☐ Schedule regular maintenance
- ☐ Plan content updates
- ☐ Review and optimize SEO

A little upfront planning goes a long way. Keep this checklist handy to stay focused and aligned as your website takes shape.

Step 6: Pre-launch planning

Make sure everything is tested, secure, and ready before you go live.

- ☐ Complete cross-browser testing
- ☐ Verify mobile responsiveness
- ☐ Conduct security audit
- ☐ Test all forms and functions
- ☐ Verify tracking implementation
- ☐ Create launch day protocol
- ☐ Prepare rollback plan



connective

Need help with your site?

Let's talk.