

**AZTEC**

**DESIGN**

**STUDIO**

WEB SITE  
DESIGN

# CHECKLIST WEB DESIGN BOOTCAMP

## Module 3



- ☐ I have clarified before beginning to design my site:
  - ☐ My mission
  - ☐ My message
  - ☐ Who should work with me
  - ☐ Who shouldn't work with me
  - ☐ My story
  - ☐ Why it matters to the right reader
  - ☐ What I do and why it is unique
  - ☐ What pain point it will address
  - ☐ What solution I will help him/her find
  - ☐ How I do it
- ☐ I am planning one or more of the following essential web sections or pages:
  - ☐ Home page/landing page
  - ☐ Contact page
  - ☐ About page
  - ☐ Products and programs section or page
  - ☐ Media section or page
  - ☐ Contact form
  - ☐ Other \_\_\_\_\_



- I have gathered or updated testimonials from past or current clients
- My products, packages, books and programs will be:
  - All in one section:
    - With a drop-down menu from the main tab
    - Without a drop-down menu
  - Under separate menu tabs for each category
- I have decided where I will place news of my red-hot, sign-up gift
- I understand that strong design can brand me and/or my signature system, and let people know who I am
  - A single qualifying, “knife edge” question
  - A single statement or tag line
  - My photograph
  - The colors I am using
  - Accessories, props or background in my photographs
  - Design elements
  - My theme’s style
- With every element I consider, I am asking myself the question:
  - “Will this support the message and image I wish to convey?”
- I have studied the eight website visual examples and it has helped me clarify my design preferences
- I have installed or bookmarked the three color selection and analysis tools:



- ☐ Colorzilla
- ☐ ColorCodeHex
- ☐ Colorizer.org
- ☐ I have studied and selected sites that feature designs that I like
- ☐ I have determined and made a final choice on:
  - ☐ The number of menu tabs (pages or sections) in my site
  - ☐ Categories I want to use (if I am including a blog, or operating as a blog)
  - ☐ At least one main offering
  - ☐ An incentive
  - ☐ A logo, if that is important to my branding
  - ☐ A photo of me that is big enough to be seen on mobile (and which supports my message)
  - ☐ My brand colors chosen, in both HEX and RGB code
- ☐ I am ready for Module 3!