

AZTEC

DESIGN

STUDIO

WEB SITE
DESIGN

CHECKLIST WEB DESIGN BOOTCAMP

Module 2



- I have clarified before beginning to design my site:
 - My primary website goal
 - My secondary website goal
- I have mapped out my website:
 - Home page/landing page
 - Blog
 - Work with Me
 - Contact page
 - About page
 - Products and programs section or page
 - Media section or page
 - Other _____
- I have brainstormed my branding elements
 - I have chosen the colors I want to use in my page theme
 - I have a logo that I like
 - I've selected my font style
 - I've gathered headshots and other images to use on my pages
- I've decided on my tagline
- I've written my About page



- I've created a market survey to help better define my audience
- I've filled in the missing pieces to tie everything together
 - List-building opportunities
 - Buy buttons
 - Sales pages
 - Contact forms
- I've reviewed my site for leaks and I've made a plan to fix them.
- I've decided what "accessories" I want to use to complement my website