

Website Planning Checklist

A practical worksheet for organizing a new website or redesign before visual design and development begin.

1. Business goals

- ☐ Write the primary business outcome the website should support. Notes: _____
- ☐ Identify two or three measurable indicators of success. Notes: _____
- ☐ List the most valuable services, products or actions. Notes: _____
- ☐ Document constraints such as launch dates, budgets or approvals. Notes: _____

2. Audiences and tasks

- ☐ Identify the priority customer groups. Notes: _____
- ☐ Write the main question each group needs answered. Notes: _____
- ☐ List the actions each audience should be able to complete. Notes: _____
- ☐ Note accessibility, language or device considerations. Notes: _____

3. Content inventory

- ☐ Export or list every current page and URL. Notes: _____
- ☐ Mark content to keep, improve, combine, redirect or remove. Notes: _____
- ☐ Identify missing service, policy, proof and support content. Notes: _____
- ☐ Confirm ownership and review responsibility for each section. Notes: _____

4. Sitemap and navigation

- ☐ Group related information into clear categories. Notes: _____

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| ☐ Keep primary navigation focused on high-value tasks. | Notes: _____ |
| ☐ Plan contextual links between services, guides and case studies. | Notes: _____ |
| ☐ Map old URLs to their best new destination. | Notes: _____ |
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5. Design and brand

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| ☐ Collect current logos, colour references and photography. | Notes: _____ |
| ☐ Choose the qualities the interface should communicate. | Notes: _____ |
| ☐ Define reusable typography, spacing, buttons, cards and forms. | Notes: _____ |
| ☐ Review layouts with real content at desktop and mobile widths. | Notes: _____ |
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6. Technology and ownership

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| ☐ Decide whether a CMS is truly required. | Notes: _____ |
| ☐ List forms, booking, payment, CRM, API and account integrations. | Notes: _____ |
| ☐ Confirm domain, hosting, analytics and email account ownership. | Notes: _____ |
| ☐ Document backup, update and restore responsibilities. | Notes: _____ |
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7. Accessibility and performance

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| ☐ Set a WCAG 2.2 AA target where applicable. | Notes: _____ |
| ☐ Plan keyboard access, focus visibility, labels and alternatives. | Notes: _____ |
| ☐ Set image, font and script performance budgets. | Notes: _____ |
| ☐ Test important pages on ordinary phones and connections. | Notes: _____ |
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8. SEO and discovery

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| ☐ Assign one clear purpose to every important page. | Notes: _____ |
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| ☐ Plan titles, descriptions, headings and internal links. | Notes: _____ |
| ☐ Prepare canonical URLs, sitemap, redirects and structured data. | Notes: _____ |
| ☐ Verify search console and analytics after launch. | Notes: _____ |
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9. Quality assurance and launch

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| ☐ Test forms, links, navigation, errors and browser behaviour. | Notes: _____ |
| ☐ Review legal, privacy, accessibility and contact information. | Notes: _____ |
| ☐ Create a launch rollback and post-launch verification plan. | Notes: _____ |
| ☐ Schedule the first content and performance review. | Notes: _____ |
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Project summary

Primary goal:

Priority audience:

Launch target:

Project owner:
