

Allan's Web Design Process Checklist

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OVERVIEW

Here are the basic steps I go through when creating a client website. Feel free to add/delete/revise as you create a workflow process for yourself.

Plan & Prepare

- Organize client folder/files
- Basic wireframe initial design based on content
- Solidify main CTA's (ex: email, call, request a quote)
- Finalize menu/page layout
- Solidify colors, brand and styles, logo

Layout & Design

- Install WordPress, Divi & Child Theme with All in One Migration base build
- Set up brand color palette within Divi theme customizer
- Add logo & favicon
- Chose paragraph and heading fonts (usually no more than 3)
- Heading sizes and color
- Body text size and color
- Alternative text size and color
- Create menu(s)
- Header designed
- Footer designed
- Home page designed
- Sub page(s) designed
- Streamline button designs (or other CTA's) dark AND light colors

Build & Develop

- Send for initial review
- Revisions on header & footer
- Front page edits, additions and revisions
- Sub page(s) edits, additions and revisions
- Once approved, build out remaining pages
- Add initial SEO meta data, titles and descriptions to needed pages
- Create contact form(s)
- Create “thank you” page(s) for form submissions
- Plugins and additional tools added and configured
- Implement all integrations for mailing list sign ups, social media, widgets, etc
- Create templates for pages and posts and recurring pages like galleries, projects, products, etc (New Divi Theme Builder can handle this now)
- Create global elements & sections (New Divi Theme Builder can handle this now)

Revise & Optimize

- Add site to Sendgrid (or other SMTP mail delivery platform)
- Test all contact forms
- Adjust and optimize design for mobile and tablet
- Cross browser check and any bug fixes
- Input any additional or advanced SEO settings
- Double check site grammar and content
- Send for final review
- Make all final client revisions
- Add homepage featured image (SEO)

Empower & Launch

- Create final walkthrough Loom video for client
- Create client Loom training videos (create a blog post for example)
- Delete unnecessary plugins, images and tools used in development
- Backup site and save locally (All in one migration tool)
- Go Live
- Add site to Google Analytics
- Add site to Google Search Console
- Add site to Bing Webmaster
- Add xml page and post sitemaps and add client as administrator
- Delete unneeded files locally
- Delete development domain, dev site files and dev ftp directory

Set up a text (.txt) file for every client that has their Colors and Fonts:

Colors---

Main Color:

Secondary Color:

Highlight Color:

Text Color:

Fonts---

Header:

Body:

Alternative/Accent Font: