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The Boutique WordPress Agency

Checklist for building a website: don’t miss these top tips

Jamie Hewitt, Director

What we will cover.

- **How to build your site:** use a website builder or a self-hosted solution
- **How to design it:** choose a custom design or use templates
- **Tips to build a great site:** how to enhance website attractiveness, speed, security, functionality, compliance and SEO
- **Common mistakes:** design, templates, images, trustmarks and navigation issues

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How to **build your site.**

- **Rented website solutions:** SquareSpace, Wix, Weebly, Shopify

  - **Pros:** less upfront cost, quicker to build, and they manage your website performance and security

  - **Cons:** average performance, less SEO capabilities, less adaptable, and often contain hidden costs for premium plugins

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How to **build your site.**

- **Self-hosted website solutions:** WordPress, Drupal, Joomla

  - **Pros:** can achieve greater speeds, better SEO capabilities, more versatility in design and functionality

  - **Cons:** can be more expensive, require more maintenance for security and speed

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How to **design it.**

- **Use a custom design:** designer makes a Photoshop mockup or wireframe which is then converted into a site

- **Pros:** more bespoke look to fit your brand

- **Cons:** can be a slower turnaround time, often expensive, sometimes parts of the design do not convert well

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How to **design it.**

- **Use a template:** client or web designer buys a template and then customises it

- **Pros:** cheaper, usually a faster turnaround time, and client can see what they are getting

- **Cons:** code quality of templates can vary, can be more difficult to make significant design changes, and design usually looks less bespoke

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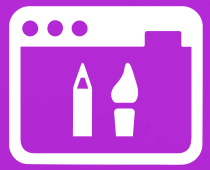
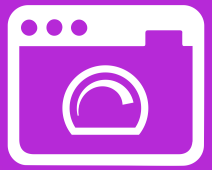
Tips to **build a great site.**

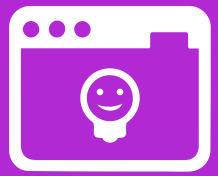


Attractive.



Fast.

Secure.



Functional.

Compliant.

Visible.

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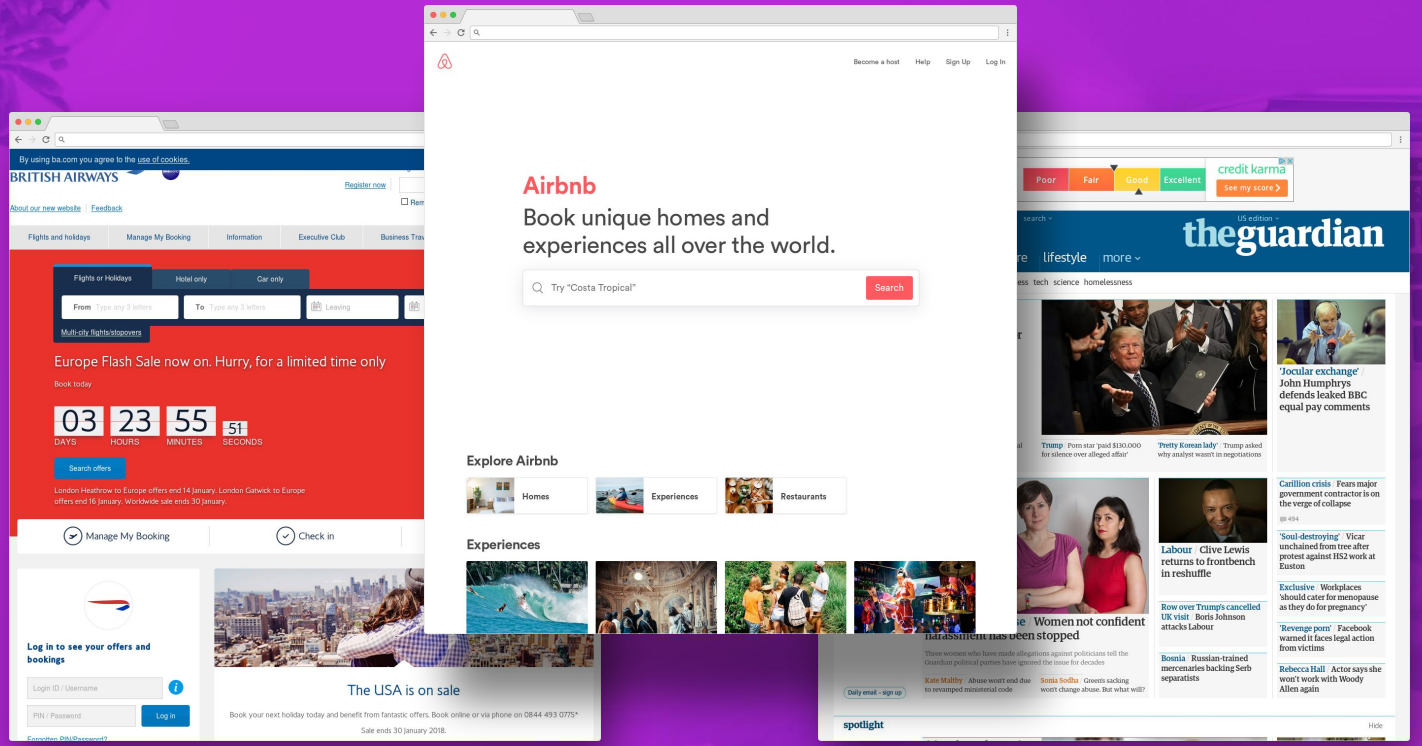

Make it **attractive.**

- Use two fonts only
- Pick three colours
- Use high quality images and icons
- Use lots of whitespace

fontpair.co | colorzilla.com | pexels.com | awwwards.com

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Make it **fast.**

- Should load in under 3 seconds
- Setup caching (if website is self-hosted)
- Compress your images
- Type of web hosting has a big impact
- Reduce the number of API calls

pingdom.com | gtmetrix.com | Google PageSpeed

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Make it **secure.**

- Add an SSL certificate
- Firewall & anti-virus scanning
- Strong passwords
- Choose managed web hosting that look after updates

letsencrypt.org | lastpass.com | sucuri.net | siteground.com

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Make it **functional.**

- Simplify for you and for your users
- Plan the customer journey
- Track users
- Use trustmarks
- Capture value via email signup

Google Analytics | crazyegg.com | usabilityhub.com

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Make it **compliant.**

- EU cookie banner
- Terms of use & privacy policies
- GDPR, trading and distance selling laws
- PCI compliance
- Accessibility

pcisecuritystandards.org | w3.org | ico.org.uk | lawbite.co.uk

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Make it **visible.**

- Register with Google Search Console
- Off page SEO: backlinks, directory listings, content promotion
- On page SEO: speed, security, html tags, alt text, XML sitemap

seositecheckup.com | backlinko.com | moz.com/local

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Common **mistakes.**

- Building a custom site without knowledge
- Poorly coded templates
- Wrong sized images
- Lack of trustmarks
- Strange navigation

themeforest.net | mcafeesecure.com | css-tricks.com

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