



FREE RESOURCE FOR BUSINESSES

Pre-Website Checklist

25 questions worth considering before commissioning a website, landing page or online store.

Blasterr Design

Custom web design, brand identity and graphic design solutions for businesses. A clean, clear and consistent online presence - so visitors quickly understand what you offer, who you help and how to take the next step.

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What is this checklist for?

A website works well when it does more than look good: it guides visitors clearly through who you are, how you can help, why they can trust you and what to do next. This checklist helps you prepare the foundations for faster, clearer and more effective collaboration.

How to use it

Tick everything you already have in place. Blank boxes are perfectly fine - they show where you may need strategic, content or visual support before your website project begins.

1. Goals and direction

- ☐ What is the website's main goal: quote requests, bookings, purchases, introductions or building trust?
- ☐ Can you describe in one sentence how you help your customers?
- ☐ Do you know who your ideal client or buyer is?
- ☐ Is there a specific problem the website needs to address?
- ☐ Is the next step clear: requesting a quote, getting in touch, buying or booking an appointment?

2. Content and structure

- ☐ Have you listed the pages you may need: home, services, about, portfolio, contact, FAQ, blog or landing page?
- ☐ Do you have your service descriptions or product categories ready?
- ☐ Do you have a short introduction that is not only about you, but also makes sense to your customers?
- ☐ Do you have answers to common questions about pricing, process or timelines?
- ☐ Do you have proof that builds trust: work examples, reviews, awards, professional background or previous projects?

3. Visual foundations

- ☐ Do you have a usable logo in several formats?
- ☐ Have you defined a color palette and a direction for typography?
- ☐ Is your visual identity consistent across your website, social media and printed materials?
- ☐ Do you have the images you need, or know what kinds of images are required?
- ☐ Do you know what your brand should feel like: premium, approachable, nature-inspired, professional, calm or distinctive?

4. Building trust and guiding visitors

- ☐ Can visitors understand what you do within three seconds?
- ☐ Is it clear who your offer is for?
- ☐ Are your key benefits explained, rather than simply listed?
- ☐ Are your call-to-action buttons clear and not competing with too many different options?
- ☐ Would the content be comfortable to read and use on mobile?

5. Technical and SEO foundations

- ☐ Have you chosen a domain and hosting provider or platform?
- ☐ Do you have a business email address?
- ☐ Do you know which keywords you would like your website to appear for?
- ☐ Will you have analytics, Search Console, a cookie notice and a privacy policy?
- ☐ Do you have a plan for future content: blog posts, work examples, case studies or additional FAQs?

Quick self-assessment

Count how many questions you can already answer.

0-8 boxes ticked	9-17 boxes ticked	18-25 boxes ticked
The basics still need clarifying. A project brief, brand direction or Mini Audit is a helpful first step.	You are on the right track. We can start planning the website structure, but some content and visual decisions remain.	You are well prepared. Design and production may be able to start more quickly.

Next step

If you would like, I can help you work out which website or brand direction would suit your business. Tell me briefly where you are now, and I will help you identify the next step.

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