Costello Creative Group

CATAPULT THE SUCCESS
OF YOUR WEBSITE DESIGN PROJECT
A Project Preparation/Discovery Checklist

Things to Consider *Before* You Engage a Graphic Design Firm to Design or Refresh Your Website

When you need a new website or it's time for a refresh, there are a few things that are worth thinking about before engaging a design firm. The web design process is enhanced and projects are more successful when you have considered these points prior to a consultation. While it's not necessary to have each and every one of these items defined in full, your awareness of these points will make the project ramp up much faster. To ensure you're covering all of your bases, **we recommend you print this sheet** and check it off as you advance through your discovery process.

#1 PROJECT CONSIDERATIONS | *We...*

- ○ Defined our target market *(e.g. demographic, gender, age, etc.)*
- ○ Know why our Clients choose to do business with us. *(e.g. service, quality product, pricing, etc.)*
- ○ Identified the goal(s) and KPI's of the website redesign or refresh
- ○ Reviewed several competitors' sites to discuss what we like and dislike
- ○ Set a reasonable budget range for this project
- ○ Know what success looks like *(e.g. increased conversions, higher traffic, lower bounce rate, etc.)*
- ○ Know the words or phrases people use when they search for our company on Google*
- ○ Identified the webmaster that administrates our existing website, domain, host, and databases
- ○ Identified whether we are transferring our new website or retaining our current domain name*
- ○ Have an ideal deadline for completion
- ○ Have bandwidth to dedicate our attention and approvals throughout the process
- ○ Planned which social media accounts will be linked from our website
- ○ Understand that our social media accounts may require visual branding updates to deliver a cohesive brand identity once the new or refreshed website launches

#2 CONTENT/ASSETS | *We have...*

- ○ Our company logo in vector *(high-resolution)* format*
- ○ A brand style guide *(AKA corporate guidelines)* that includes our approved colors, fonts, graphic elements, and patterns
- ○ Marketing collateral *(e.g. postcards, advertisements, catalogs, brochures)* to provide context of our existing efforts and a benchmark of how closely the website design must or must not relate
- ○ Content for our website including body copy, calls to action, and other key messaging*
- ○ A search engine optimization *(SEO)* strategy that includes keyword research and targets*
- ○ A library of media such as photography, videos, articles, and resources that should be incorporated into the website
- ○ A pool of client reviews *(testimonials)* to be incorporated into the website
- ○ A list of affiliated organizations, accreditations, or awards to be incorporated into the website

* We've identified that we need support in this area.

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#3 CREATIVE DESIGN UX/UI & DEVELOPMENT | *We have...*

- ○ User feedback from our existing site*
- ○ An idea of the organization of pages to build a sitemap*
- ○ An idea of how many unique pages we need
- ○ An idea of the features we'd like to incorporate *(e.g. forms, image gallery, blog, etc.)*
- ○ An idea of how many sections/content blocks we want on the home page
- ○ The resources to support an ongoing blog, newsletter, and social media posts to integrate into our website*
- ○ Decided on a content management system *(CMS) (e.g. Wordpress, Drupal, etc.)**
- ○ Have existing contracts with service providers that need to be integrated into the website project
- ○ Have messaging to include on our *existing website* to notify users of the future launch

#4 WEBSITE LAUNCH/POST-LAUNCH | *We have...*

- ○ A launch plan *(e.g. email marketing, blog post, PR, social media, etc.)**
- ○ Defined a software platform and a list of contacts to announce our launch via email blast
- ○ Support to address any questions/concerns our users may have with the new website
- ○ A plan to keep up with regular site maintenance and updates
- ○ An ongoing marketing & promotional strategy to drive traffic to the site
- ○ A plan to monitor/track web traffic and metrics to measure our goals

ADDITIONAL THOUGHTS/NOTES | *Go nuts...*

Doodles

We hope that you found this worksheet helpful in your project discovery phase. If you need assistance navigating this checklist or have any questions please contact our team at **609-365-1910** or **connect@costellocreativegroup.com** for support.

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