



# Website Build & Design Checklist

The Essential Audit Checklist for  
Strategic Investment in Digital Marketing



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## Branding & Design

My current website speaks like I would (as a brand) in person

My content is written for the user, and not for self-promoting myself

My website is to tell users how I can fix their problems. (A website is built first with a focus on your users, not your business)

My branding matches my current offline branding

My brand communicates my service or product easily - if it were to stand on its own

I can definitively say who my key 'ideal' customer is

My ideal customer marries up with who I am attracting now

I have considered any 'wish list' items I have seen across any other site or industry, that I would like to consider on a new site for my business

## User Experience

If I were one of my clients/customers, I can easily navigate and find the information needed, within a few clicks and not simply from the Homepage or Menu

I know the standard user experience and trends my customers expect to see when visiting a site within my industry

I regularly test the experience users have on my website across Mobile and other devices - not just desktop

## Systems & Processes

My website integrates with internal systems, delivers functionality users expect from my website, and does what it needs to deliver my products/service

I use platforms like Wordpress or WooCommerce

I understand the importance of keeping my website and plugins up to date

I can easily edit and update my website without a developer or third-party

I know what platform is best for me, what the business needs and also my customers

My current site allows me to grow and change with my business (e.g. if you develop a new service, or integrate a new functionality, is this easily added to your current infrastructure)

## Marketing

I have a goal for my new website - that differs from my current site and what it can deliver

I know where my users are coming from (e.g. paid ads, organic SEO etc.)

I know what pages my users most commonly land on - consider that often this isn't always the homepage

When I run marketing campaigns, I have a dedicated landing page that matches the messaging in those ads

I know what organic keywords users are searching for, that lead them to my website

I know what role my site plays in the user journey from online to offline (e.g. when a user submits a form, are your sales team speaking the same language, what ongoing marketing and communication do you have for each individual user type)

## Hosting

I understand how hosting can cause an impact on the speed of my site and in turn my marketing performance

I understand how additional integrations, plugins or functionality can impact the speed and hosting services, of my site

## What applies to you?

I have expert knowledge and skillset to market my brand, I just need a team of experts who can help me build a new and functional website

Website Development is unfamiliar however I am open to investigate

I am restricted on time and (human) resources

I need more human resources but limited capacity to hire and train

I feel stuck and I'm needing to grow my brand awareness and online presence

My team needs access to diverse skill-sets and knowledge

Myself/my team specialise in other forms of marketing

I need better access to industry insights and trends

I want to be able to measure results and analytics better

I want a better competitive advantage

I need help managing risks that comes with running marketing campaigns

I'm looking for cost-effective solutions within my strategies

I am looking for an objective and unbiased perspective from an agency

I want to outsource help that can provide guided expertise

I want to explore website development, but I need to give attention to the day-to-day of my business' operations

I want to be able to grow my business to a point where I can spend more time with myself and my loved ones

I don't have a budget for website development

I'm unsure how much to invest in website development