tallis graphic design

website checklist

1. Is your website brand new? If so, start at point 2. If you already have a hosting platform and domain, skip to point 6. If you are moving your website, see point 5.
2. First, you need to decide what hosting provider is best for you. You will require one that offers many options, and is also affordable. Normally, we recommend Wordpress or Shopify (for selling items). If your main focus is an interactive website, online booking, something informative, and most other uses that do not solely focus around sales, then we recommend Wordpress. To register for Wordpress, visit this site: https://wordpress.com/pricing/. If you are going to be mainly focussing on selling items, and not much more, then Shopify is probably the best direction for you. You can register with Shopify here: https://www.shopify.com/.
3. Now, you need a domain (i.e. yourbusinessname.com). Be sure to choose something that defines your business or yourself, and is also simple and easy to remember.
4. Register your domain and pay for your hosting package!
5. If you already have a domain and need it moved to a new platform, then create an account with the hosting platform and perform all steps needed to move your domain over. Call us if you need help.
6. Add Tallis Graphic Design as an admin and editor to your website – that way we have our own login and you do not need to share your password.
7. If you are using Wordpress, see this tutorial video on adding a new user. ***Be sure to enter our website tallis-design.com when adding to Wordpress, as this links you to our Wordpress account – you want to make sure you add Taliis Design at the level required to do all you need done on your site. See these instructions to add a person to work on your Wordpress site: https://wordpress.com/support/user-roles/. You want to make sure that you do this from the My Sites dashboard rather than Admin https://wordpress.com/people.
8. If you are using Shopify, see these instructions: https://www.youtube.com/watch?v=uGzr-4Cgo0A
9. Send Tallis Design an email invitation to create an admin account for your website.
10. Choose a website theme! So many themes to choose from, but you must choose one. We can choose for you, if you prefer.
11. Have you set up Google my Business yet? If not, do so. It really helps boost Google searches, and places your business in the Google side bar. Set up a Gmail account, then register for Google My Business. They will send you a code in the mail to enter to officially "Google Your Business".
12. Give some thought into whether you want professional photos on your website. This is a great way to appear professional to viewers.

13. Will you be selling any products through your website? If so, are professional photos a good idea? Ask us for our Excel spreadsheet giving you all of the information you need for posting items for sale!
14. If you will be selling any products, make sure to set up all of your banking information.
15. Enter all contact information.
16. Send your logo to Tallis Design, if we did not design it for you.
17. Send your favicon (website icon).
18. Send your colour codes, if you have any.
19. Send any images you wish included on your site.
20. Decide on all of the pages you want – it's limitless (examples – Home Page, About Page, Contact Page, Portfolio, Blog, Services, Products, Meet the Team).
21. Decide if any of these pages will have sub-pages. For example, have a tab for About, and then when viewers put their cursor over it, then they can choose from three options – Meet the Team, Our Beginning… Our Story.
22. Send us a list of all social media platforms you want your website to connect with – Facebook, Instagram, Twitter, Pinterest, YouTube, Linked In.
23. Consider having Terms of Service written for your business.
24. Do you want us to proofread? We can do this! Just let us know. If not, we will just add the writing in and not proof.
25. Send all written content you want in a Word document to us.
26. Do you want people to be able to subscribe to receive emails and newsletters, or see blog updates?
27. Do you need fillable forms on your website? If so, make a list of all of the form elements for us – contact form is a given, we mean other complex forms!
28. Hours of operation?
29. What background colour do you want for your website?
30. Are you wanting SEO done (search engine optimization) – this is tweaking and detailed entry to ensure your website and business show up on Google searches before other businesses. It is time consuming, however, so this is up to you. It will bring up your site sooner, but some businesses do not rely on Google for bringing in clients.
31. Do you have team members? Do you want biographies of them on your site. Send these and photos.
32. Do you have any YouTube videos you want to play on your website?
33. Do you have any FAQ and answers you want included?
34. Are you feeling overwhelmed yet? Don't feel this way! Once the ball is rolling, it keeps rolling.
35. Do you need online booking?
36. Do you want us to design you your own custom website banner, or do you have your own in mind?
37. Do you have a Google Maps key? If so, send that over so we can add an interactive Google map to your website.
38. Do you have a Privacy Agreement?
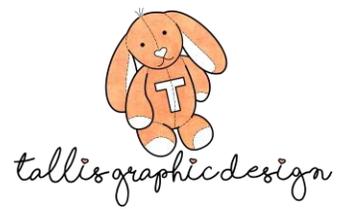
39. Do you have any forms, brochures, or other documents you want viewers to be able to download from your site?

this is a great start for your website! we can continue exchanging more information as we go along!

Kiley Handley