**Website function checklist**

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# Website function checklist

[ ]  Does the website need to talk with other software you use? (e.g. integration with accountancy packages or inventory lists)

[ ]  After the website has been built, who provides you with support? (Is it based locally or overseas? Are there extra charges involved? How responsive will they be to support requests from you?)

[ ]  Can you edit and change the website yourself? (e.g. using a Content Management System)

[ ]  Can the website be viewed on all types of devices? (e.g. is it responsive for mobile phone screens?)

[ ]  Will the website need e-marketing functionality? (e.g. collect lead information and send automated newsletters, surveys or marketing emails)

[ ]  Will the website need e-commerce functionality to display and sell products online?

[ ]  Do you want website visitors to be able to book online for events or services? (e.g. online booking of appointments or purchase of tickets for an event)

[ ]  Have you considered your options for managing secure, online payments? (e.g. payment processing platforms)

[ ]  Can you assure your customers that their payments are managed safely? (e.g. does your website have an SSL Certificate installed?)

[ ]  Have you considered how your domain name, website and emails will be hosted?

[ ]  Does your website have analytical reporting so you can track visitor information, pages viewed etc?

[ ]  Have you labelled the images correctly before uploading them to the website to assist with the SEO? (e.g. Hobie kayak\_camo\_fishing instead of image 9)

[ ]  Has the website been optimised for search engines? This includes keywords, metadata and images.

[ ]  Will your website need to integrate with your social media accounts like YouTube, Facebook and Instagram? (If so, you may need to install social media plugins)

[ ]  Does your website have contact forms and have you tested them?

[ ]  Does your website load quickly without excessive waiting for images to show? (Large file sizes will slow your site down and lose potential customers)

[ ]  Is there a Search function and have you tested it?

[ ]  Can you easily navigate around the site and get back to the Home page when you want?

[ ]  Does your website need to have a ‘Blog’ page? (e.g. if you want to post updates about your business activities or information on specific subjects)

[ ]  Have you checked that all temporary holding text and images have been changed for the correct information?