

CHECKLIST

# B2B WEBSITE CHECKLIST

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MARC FRIEDMAN  
WEBSITE DESIGN AGENCY

CHECKLIST

# **BUSINESS WEBSITES MASTERY**



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This detailed checklist will guide you through establishing and optimizing your business's online presence, from initial planning to ongoing maintenance. Follow these steps to transform your business into a digital success story.

## Checklist

### 1. Foundation Setup

- ☐ Register a professional domain name
- ☐ Set up secure hosting with SSL certification
- ☐ Create a site backup system
- ☐ Implement basic security measures

### 2. Website Structure Development

- ☐ Design intuitive navigation menu
- ☐ Create essential pages (Home, About, Services/Products, Contact)
- ☐ Ensure mobile responsiveness
- ☐ Optimize page load speeds (target under 3 seconds)

### 3. Content Creation

- ☐ Write compelling service/product descriptions
- ☐ Develop an engaging "About Us" page
- ☐ Create comprehensive FAQ section
- ☐ Add high-quality images and videos
- ☐ Include clear pricing information

#### **4. Trust Building Elements**

- ☐ Add customer testimonials
- ☐ Display industry certifications
- ☐ Include security badges
- ☐ Showcase professional affiliations
- ☐ Present case studies

#### **5. Lead Generation Implementation**

- ☐ Install strategic contact forms
- ☐ Create newsletter signup system
- ☐ Develop lead magnets (downloadable content)
- ☐ Set up consultation scheduling system

#### **6. SEO Optimization**

- ☐ Research and implement relevant keywords
- ☐ Optimize meta descriptions and titles
- ☐ Create local business listings
- ☐ Set up Google Business Profile

#### **7. Analytics & Monitoring**

- ☐ Install Google Analytics
- ☐ Set up conversion tracking
- ☐ Monitor key metrics (bounce rate, time on site, conversion rate)
- ☐ Create monthly performance reports

#### **8. Maintenance Plan**

- ☐ Schedule regular content updates
- ☐ Plan security patches and updates
- ☐ Monitor site speed and performance
- ☐ Review and update contact information

**Final Step:** Conduct quarterly website audits to identify areas for improvement and ensure all elements are functioning optimally. Update strategies based on performance metrics and emerging trends.