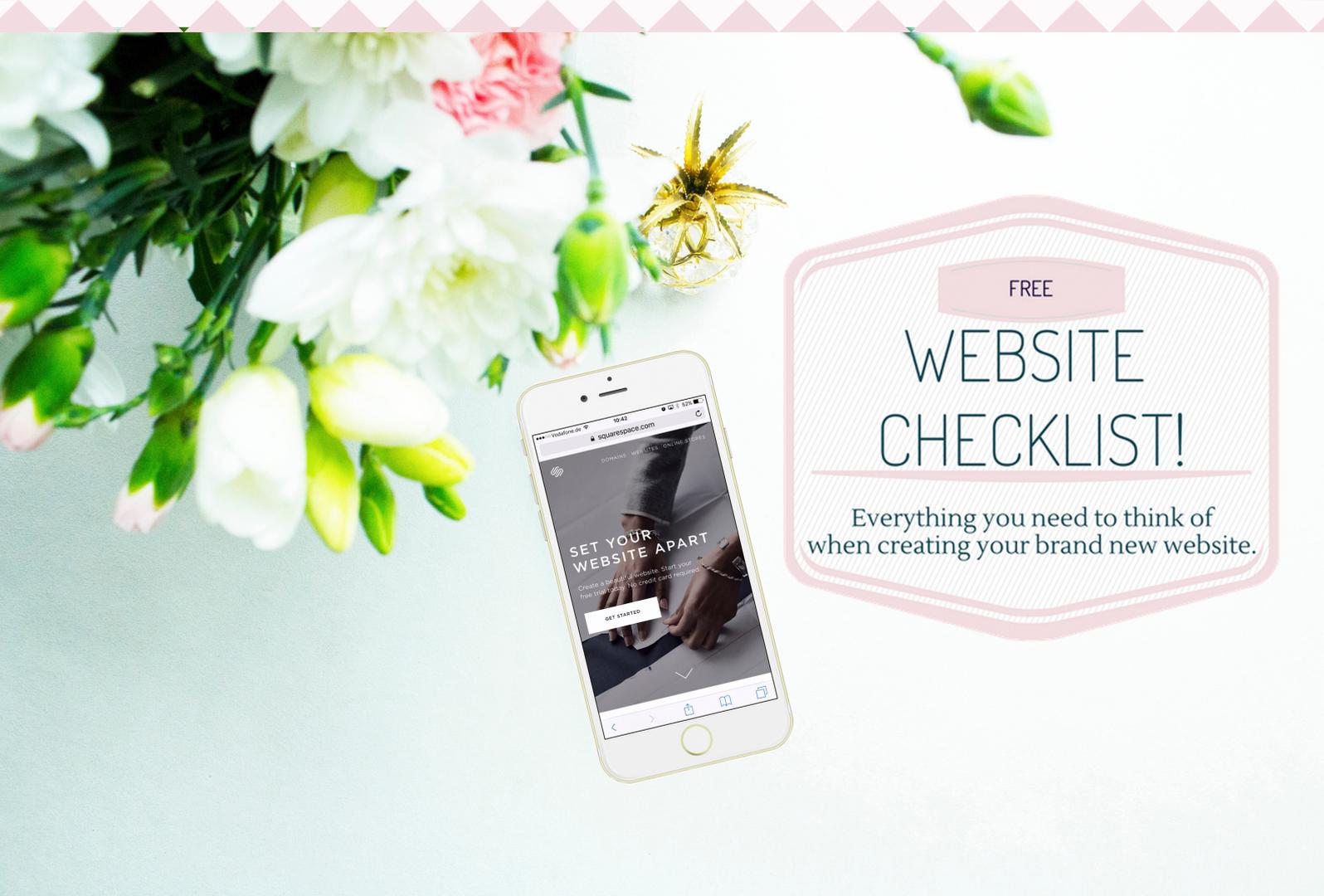


THE BIZ SCHOOL

KERSTIN PRESSLER

FOR CREATIVES



FREE

WEBSITE CHECKLIST!

Everything you need to think of when creating your brand new website.

Do you have the following content on your homepage?

content / page	Information:	Have to:	Optional:
<input type="checkbox"/> About	This page is the most important one of your homepage. Research shows that it is the most visited page, so do your best and create a killer about page. Tell people what you're doing, who you are and show your personality!	X	



Do you have the following content on your homepage?

content / page	Information:	Have to:	Optional:
<input type="checkbox"/> Disclosure	<p>In many countries a disclosure is obligated. So check the laws in your country.</p> <p>I recommend giving the visitor information about yourself anyways, but check if you need to share certain information.</p>	X	
<input type="checkbox"/> Privacy policy	<p>The privacy policy is where you let people know what kind of data you are collecting and where you're going to use it for. (You could think about collecting email addresses, using google-analytics,...) In some countries you are required to have them, but I think you should have them anyway, because they show your clients that you're trustworthy.</p>	X	
<input type="checkbox"/> Policy	<p>The policy is where you let your clients know how to do business with you. Which rights and responsibilities they and you have. You can get inspiration by other businesses.</p> <p>You should definitely have one and you should have them checked by a lawyer in your country.</p>		X
<input type="checkbox"/> Copyright	<p>Even though your intellectual properties and your photos and videos are protected anyway, it is a smart thing to remind everybody that they can't use them without your permission.</p>		X
<input type="checkbox"/> Portfolio	<p>Collection of your best works.</p>	X	

Do you have the following content on your homepage?

content / page	Information:	Have to:	Optional:
<input type="checkbox"/> Blog	I recommend having a blog!! Show the world what you're doing, how you do it and who you are. The blog is also the basis for a lot of social media efforts	X	
<input type="checkbox"/> Information about how people can actually work with you	Be upfront! Let people know what you can do for them!		X
<input type="checkbox"/> Online Shop	A shop could be the right think for you, if you're an artist, designer, stylist,.. Think about it! It is really easy to set up nowadays even without a lot of technical knowledge and it's also not that expensive.		X
<input type="checkbox"/> CV	A CV is a document where you showcase your development as an artist. It should contain the following: Age, education, exhibition (solo+ group), publications, cooperation's with companies, prizes you've won,...	X for artists	X
<input type="checkbox"/> Contact	Make it easier for customers to contact you!	XXX	
<input type="checkbox"/> Links to Social Media	If you use social media for business purposes let the visitors of your homepage know!	X	
<input type="checkbox"/> Opt-in	The opt-in is the window where a customer can drop their email address in order to receive an e-mail newsletter.	XXXX	



Are you using images, videos and texts online and offline of which you own the rights? Or do you have a written permission to use them? (If you don't own the right or have permission, get them offline and stop using them right away!!!)



Do you know how you can use your own camera to make beautiful images of your works?



Do you know how to enhance your pictures? (With Photoshop, Canva or Pickmonkey)



Is the style of your homepage matching your style guide?



Is the navigation of your homepage user friendly? (Let someone who has never visited your page before use it and ask them questions about their experience. I recommend going to a local high school and ask students to be brutally honest and let them test your homepage.)



Did someone check the spelling and grammar of your page?



Is your homepage mobile friendly?

(This means that people can see it in an optimized form on the smaller screens of smartphones and tablets.)



Did you take a look at your page from different browsers and different tools?

(Smartphone, android,..)

Now it's time for some action!

Write down two things you're going to work on: