

Checklist for Flawless Websites

Follow this comprehensive checklist covering every step of the design process to create flawless, conversion-focused websites.

STEP 1

Define Goals and Research Users

- Clearly define website goals, KPIs, and target metrics
 - Conduct user research through surveys, interviews, personas, analytics
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STEP 2

Plan Information Architecture and Content

- Map out sitemaps, site structure, navigation, and user journeys
 - Audit and organize content in logical hierarchy for users
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STEP 3

Design Intuitive and Responsive Interfaces

- Follow UX best practices for usability and accessibility
 - Use responsive frameworks for consistent desktop and mobile experiences
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STEP 4

Complete Visual and Brand Design

- Define aesthetics, color schemes, assets aligned to brand
- Optimize visual hierarchy to guide visitors to key actions

STEP 5

Rigorously Test and Refine the Site

- Conduct QA testing, performance optimizations, fix bugs
 - Monitor analytics to identify areas for improvement
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STEP 6

Choose Aligned Technology Stack

- Select CMS, hosting, languages, frameworks aligned to goals
 - Ensure technical decisions enable success criteria
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