WEBSITE TECHNICAL REQUIREMENTS
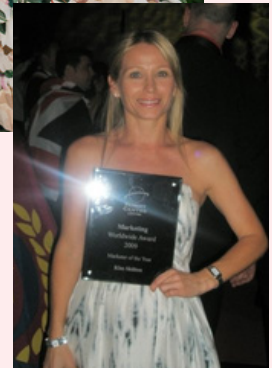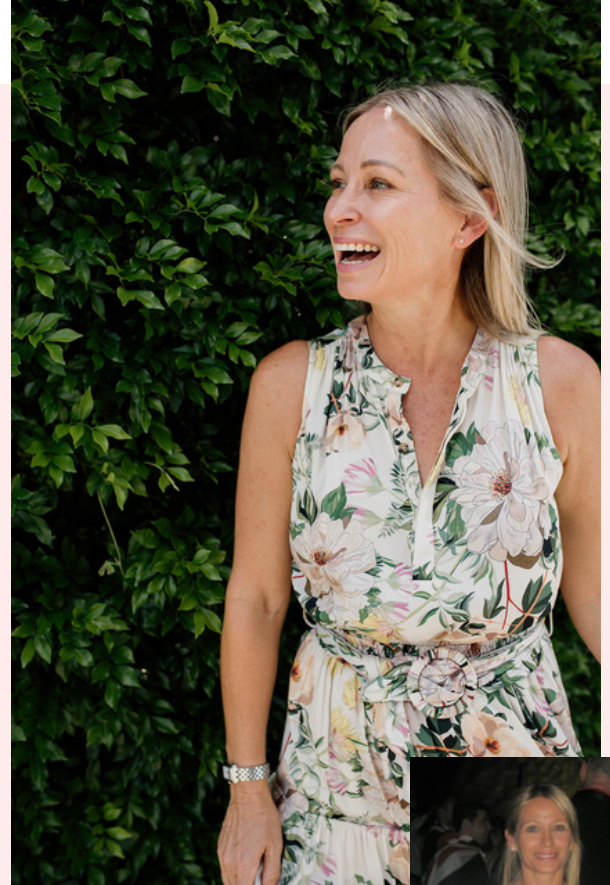
Checklist

WHAT MATTERS
MARKETING.

A LITTLE ABOUT ME

New here? Hi, I'm Kim Skilton, an award winning Marketer sharing my passion & knowledge for business success!

With over 20 years spent in senior Marketing roles with some of the worlds leading and customer centric brands, including Virgin and Flight Centre, I now work with small to medium sized businesses to accelerate their growth.

Ok, enough about me. Let's get into it!
(you can read more about my experience here!)

Kim

SOME OF THE BRANDS I'VE WORKED WITH

Virgin australia

velocity
frequent flyer

FLIGHT CENTRE

KURRAWA
SURF CLUB

ZWECK
INVESTMENT | STRATEGY | EXECUTION

Sunshine Coast AIRPORT®

Aizer
GROUP

CARAFE WINE

C3 DRONES & ROBOTICS

Kakadu Tourism

THE STAR
GOLD COAST

LEGEAR
A DIVISION OF ADA

WHAT MATTERS
MARKETING.

✓ WEBSITE TECHNICAL REQUIREMENTS CHECKLIST

The technical website checklist is like having the mechanic check your engine before you hit the race track. It covers the 'behind the scenes' requirements that will make your site run efficiently and allow search engines to find you.

TASK	STATUS

#1 MOBILE RESPONSIVE DESIGN

A website is responsive when its layout adapts to the size of the viewers screen. It needs to be able to display well across a mobile device, a tablet, a laptop and a desktop.

#2 SSL CERTIFICATE

An SSL or Secure Sockets Layer certificate applied to your website authenticates its identify and enables an encrypted connection between a web server and a web browser. It will ensure that all web traffic between your web server and the users browser is secure and cannot be read. It is protecting things such as login data, any information entered on a form and transactions.

#3 WEBSITE HOSTING SERVICE

A website hosting service allows you to securely store the files that make up your website (images, HTML files etc) and to enable you to run your site live on the internet.Before selecting your website hosting service, you need to understand the specific type of hosting you after, how much storage you will need and if they include an SSL certificate in their fee. A great website hosting service will excel at speed, security and reliability.

#4 REDIRECTS

Redirects are required if you have an existing website and you will updating that website. Where you have original pages or content that may not be carried forward to the new site or the URL may be different than the original, you will want to set up redirects.
An example of this may be:
Original website: www.mywebsite.com/seo-services
Updated website: www.mywebsite.com/services/seo
In the above example, we need to set up a redirect so that the original page is redirected to the new page.

✓ WEBSITE TECHNICAL REQUIREMENTS CHECKLIST

TASK	STATUS

#5 CREATE AND SUBMIT XML SITEMAP

An XML Sitemap is a roadmap of your website that leads search engines to all your important pages. It assists search engines to index your site and find information more quickly, increasing the chances of your website being found by Google and other search engines.
You can find out about creating a Google Sitemap here or you can use a tool like Yoast to create and submit your sitemap.

#6 BROWSER CAPABIITY

A browser is a software application that enables you to access the World Wide Web such as Google Chrome, Safari or Firefox. When you create a new website, you must check that your site displays and functions appropriately across the various browsers.

#7 WEBSITE PAGE LOAD TIME

Page load time is the time it takes for any page on your website to load in a browser. Slow site speed may result in poor search engine rankings, a negative user experience and lower overall site traffic.
To speed up your website page load time you want to ensure your images are as small as possible, minimise video content uploaded to your site (instead insert a link and 'embed' the video), your hosting service is optimised meaning little or no network latency.

LOOKING TO UPDATE OR RENEW YOUR WEBSITE?

We'd love to help! Use our expertise to:
- ✓ Save you precious money and time by getting things right the first time
- ✓ Ensure your site not only looks good but functions exceptionally well too
- ✓ Get the technical aspects right
- ✓ Have your site optimised from day 1 so you can be found by your target customer

Book in a obligation free consultation today.

WHAT MATTERS MARKETING.