

FREE RESOURCE

The **27-Point** Website Checklist

Everything your website needs before it goes live.
Built for Aussie small businesses, tradies, and
creative brands.

- 5 sections
- 27 checkpoints
- Actionable tips

By **Digital Artifacts**

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Use this checklist before building, redesigning, or launching your website. Tick off each item as you go. If you're missing more than 5, it's worth getting a second pair of eyes on your site.

1 Before You Start

Get your foundations right and the rest falls into place.

- 01 **Define your website's #1 goal**
Is it to get enquiries? Sell products? Showcase your work? Every decision flows from this.
- 02 **Know your target audience**
Write down who your ideal customer is. Age, location, what they're searching for. Build for them, not you.
- 03 **Secure your domain name**
Keep it short, memorable, and easy to spell. Avoid hyphens. Grab the .com.au if you're Aussie.
- 04 **Choose reliable hosting**
Your hosting affects speed and uptime. Vercel, Netlify, or a quality Australian host are solid choices.
- 05 **Plan your page structure**
Map out every page you need: Home, About, Services, Contact, Portfolio. Don't wing it.

2 Design Essentials

First impressions happen in under 3 seconds. Make them count.

- 06 **Mobile-responsive design**
60%+ of Australian web traffic is mobile. If your site breaks on phones, you're losing most of your visitors.
- 07 **Consistent branding**
Use the same colours, fonts, and tone everywhere. Consistency = trust.
- 08 **Professional logo**
Doesn't need to be expensive. But it needs to be clean, scalable, and not clip art from 2008.
- 09 **Readable typography**
Stick to 2 fonts max. Body text should be 16px minimum. If people squint, they leave.
- 10 **Clear navigation**
5-7 menu items max. Visitors should find anything on your site in 2 clicks or fewer.
- 11 **Strong hero section with CTA**
Your homepage hero should answer: who you are, what you do, and what to do next. In 5 seconds.
- 12 **Fast load time (under 3 seconds)**
Compress images, minify code, use lazy loading. Test at PageSpeed Insights.

3 Content That Converts

A beautiful site with bad copy is like a shopfront with no signage.

- 13 **Compelling headline on every page**
Lead with the benefit to your customer, not your business name. "Get More Bookings" beats "Welcome to Our Site".
- 14 **Dedicated services/products page**
Describe each service clearly with pricing (or a range). Make it easy for people to understand what they're getting.
- 15 **About page that builds trust**
Show the human behind the business. Include a photo, your story, and why you do what you do.
- 16 **Social proof (testimonials/reviews)**
Real quotes from real clients. Even 3 good ones are enough. Google reviews work too.
- 17 **Clear calls-to-action on every page**
"Get a Quote", "Book Now", "Call Us Today". Every page should tell visitors what to do next.
- 18 **Working contact form**
Test it yourself. Name, email, message at minimum. Add phone and service type for better lead quality.

4 Technical Must-Haves

The invisible stuff that makes or breaks your Google ranking.

- 19 **SSL certificate (HTTPS)**
Non-negotiable. Google penalises non-HTTPS sites. Most hosts include it free.
- 20 **SEO meta tags on every page**
Title tag (60 chars) and meta description (155 chars) for every page. This is what shows on Google.
- 21 **Open Graph tags for social sharing**
Control how your site looks when shared on Facebook, LinkedIn, and Twitter. Include an image.
- 22 **Google Analytics installed**
You can't improve what you don't measure. GA4 is free and takes 5 minutes to set up.
- 23 **Schema markup (structured data)**
Helps Google understand your business. LocalBusiness schema is a must for service-based businesses.

PRO TIP

Run your site through Google's free PageSpeed Insights tool after launch. Aim for a score above 90 on both mobile and desktop. Anything below 50 is costing you customers.

5 Launch Day & Beyond

A website isn't "set and forget". These keep you ahead.

- 24 **Test on 3+ devices and browsers**
Check on iPhone, Android, and a tablet. Test Chrome, Safari, and Firefox. Things break in unexpected places.
- 25 **Submit to Google Search Console**
Tell Google your site exists. Submit your sitemap. Monitor for crawl errors. Free and essential.
- 26 **Set up Google Business Profile**
Critical for local search. Link your website, add photos, collect reviews. This is how people find you on Maps.
- 27 **Plan for regular updates**
Update content quarterly. Add new testimonials. Refresh images. Google rewards sites that stay active.

YOUR SCORE

23-27 ticked? Your site is in great shape. Keep it maintained.

15-22 ticked? Good foundations, but there are gaps that could be costing you leads.

Under 15? Your website probably isn't working as hard as it should. Time for an upgrade.



Need help ticking every box?

Book a free 15-minute chat. I'll look at your current site (or wish list) and tell you exactly what's needed. No pressure, no pitch.

[Get in Touch](#)

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