ZOOTRIC

The website planning *checklist*

What we check before we design a single screen. Use it to plan a site that turns visitors into clients.

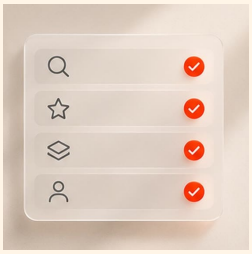


01 Start with one goal



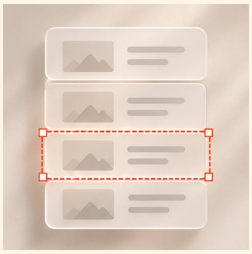
- ☐ Write down the one thing a visitor should do on your site. Call, book, buy or send an enquiry. Pick one.
- ☐ Describe your ideal visitor in a sentence: who they are and what they are trying to solve.
- ☐ Note what they need to believe before they act. Usually: you understand the problem, you have done it before, and it is easy to start.

02 Decide what a visitor needs to find



- [ ] **Your message.** What you do, for whom, in one sentence a stranger understands in three seconds.
- [ ] **Your proof.** Reviews, results, client names, before and after, real photos of real work.
- [ ] **Your services.** What you offer and how someone starts, in plain words.
- [ ] **One clear way to reach you.** One main button, the same everywhere on the site.
- [ ] **Answers to the three questions people ask before they buy.** Time, cost or how a quote works, and what happens next.

03 Give every section one job



- [ ] Plan the page top to bottom before any design: message, proof, services, how it works, questions, contact.
- [ ] Give each section a single purpose. If a section does two things, split it or cut it.
- [ ] Keep the main menu to five items or fewer.
- [ ] Repeat the main button after every section that builds trust.

04 Write words people understand fast



- [ ] Headline first: say the outcome the visitor wants, not the name of your company.
- [ ] Talk to the visitor. Use "you" more than "we".
- [ ] Use short sentences and real numbers instead of claims.
- [ ] Make every button say what happens next: "Book a call", not "Submit".

05 Design for trust



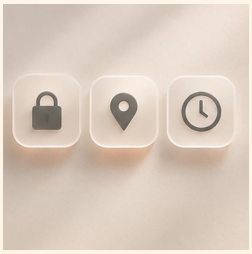
- [ ] Use your own brand colours and type, the same on every page.
- [ ] Use real photos of your work, team or place over stock images.
- [ ] Leave space around the important things so the eye knows where to go.
- [ ] Check text is easy to read on every background.

06 Make it fast on every screen



- [ ] Plan the phone layout first. Most visitors arrive on a phone.
- [ ] Keep buttons big enough for a thumb and forms as short as possible.
- [ ] Aim for the page to load in under three seconds on mobile data.
- [ ] Compress images and only load what the page needs.

07 Cover the basics people check



- [ ] Contact details, location if you have one, and opening hours.
- [ ] A privacy policy and a secure address (the padlock in the browser).
- [ ] A page title and description for search on every page.
- [ ] Your business profile on Google matches the details on your site.
- [ ] Analytics in place so you can see which pages bring enquiries.

08 Before you launch



- [ ] Send a test enquiry through every form and check it arrives.
- [ ] Open every page on a phone and on a laptop.
- [ ] Click every link and button.
- [ ] Set up a notification so no enquiry waits more than a day for a reply.

09 After you launch



- [ ] Look at the numbers every month: visits, enquiries, where people leave.
- [ ] Review the whole site every six to twelve months against this list.
- [ ] Improve what works. Rebuild only when the brand, structure or technology no longer fits the business.

Want us to plan yours?

Send us your site or your idea. We reply within 24 hours with what we would change first.

Start a project