

School Of Spirit

Discovery Homework
Module 4

Your Website Checklist



CARMEL JOY BAIRD
Spiritual Medium

Building Your Website

Checklist for creating your website

Below is a checklist for your website. You may or may not be ready to build your website now, but having these things in mind is important for when you are ready. You can also use the copy you write for your social media.

There may be some things you need assistance with along the way, please utilize the Facebook group to chat with your fellow School Of Spirit students, watch instructional videos on Youtube, or research on google!

Your Website Checklist

Online And Loving It!



Choose your domain name

For example www.carmeljoybaird.com is my domain name. Make sure you check on godaddy.com to make sure it is available! Feel free to purchase it to reserve this domain.



Research other websites to determine the styles you like




Do some research to decide if this is something you want to learn to do yourself, or research to find a designer whose work you like!




Think about what kind of layout you want for your website





Write a list of keywords to include in your copy: these are terms people may search for in google to come across your website, such as “medium”, “psychic”, “readings”


 Determine your branding: specific colors, fonts, logo, photos, etc to include.


 Consider if your website will also include a blog or video content


 Write your copy for all the essential pages your site will need: A home page, An About Page, Services, Contact, etc.

 A home page – The customer’s first impression! Make it a good one! Write an engaging introduction, include a great picture of you, and promote any of your offerings. Be clear about what your business does.

 Contact Information – Make sure your contact information is clear and easy to find. This may be the most important part of your site! Include every possible mode of contact for your business including social media profiles.

 Call To Action – Your call to action asks your site visitors to do something. Offer a product, coupon, information, or a service. Tell them how to receive this product or to book an appointment.

 Newsletter Opt In – Include a way for customers to opt in to your newsletter. Possibly offer a freebie in exchange for their opt-in to your newsletter list.

 Testimonials – do you have customers' testimonials you can use on your website? Ask the customer for permission to include a picture of themselves next to the testimonial for more credibility.