

PREPARATION

Checklist: New website

What to have ready before you start – so your project moves quickly and nothing is missing at the end.

 You don't need everything finished. Whatever is missing, we'll sort out while working out your blueprint – but the more complete your material, the more reliable the schedule.

01 Goal and message

- ☐ **The main goal of the website in one sentence**
e.g. more enquiries, bookings, job applications
- ☐ **The one action visitors should take**
call, send the form, book a meeting
- ☐ **Who your customers are and what they are looking for**
- ☐ **Three things that set you apart from the competition**
- ☐ **Two or three websites you like – and why**
competitors' sites are fine too

02 Copy and content

- ☐ **List of pages**
e.g. home, services, about, contact
- ☐ **A few sentences per service: what, for whom, with what result**
- ☐ **Search terms customers should find you by**
e.g. service plus place: "electrician Lüneburg"
- ☐ **Short profile of you or your team**
- ☐ **Frequent customer questions with answers**
- ☐ **Contact details, opening hours, service area**
- ☐ **References and testimonials – only real ones, and only with permission**

03 Images and brand

- ☐ **Logo as a vector file**
SVG, EPS or PDF – not a small JPG
- ☐ **Colours and fonts, if defined**
- ☐ **Photos in good resolution**
team, premises, work, products
- ☐ **Rights of use cleared for all copy, photos and graphics**
including purchased images and third-party material
- ☐ **Consent from people shown in photos**
in Germany, portraits may in principle only be published with consent (Section 22 KUG)

04 Domain, email and logins

- ☐ Domain registered or preferred address checked – with access to the domain provider
- ☐ Note existing email inboxes on the domain
they must keep working during the move
- ☐ Existing website: access to hosting and CMS
- ☐ Save the important URLs of the old site
for redirects, so search rankings are kept
- ☐ Logins for your Google Business Profile, Search Console and social media profiles

05 Legal (Germany)

-  An overview, not legal advice. Checked against the statutes, see date below.
- ☐ Legal notice (Impressum) with all mandatory details
easy to find, directly accessible, always available (Section 5 DDG)
- ☐ A privacy notice that matches what the site actually processes
forms, analytics, embedded services
- ☐ Consent before the site stores or reads information on visitors' devices that is not strictly necessary
e.g. cookies for analytics or advertising (Section 25 TDDDG)
- ☐ Accessibility: does the BFGS apply to you?
covers websites and apps through which consumers conclude contracts – such as a shop or online booking – for services provided after 28 June 2025; micro-enterprises with fewer than 10 employees and annual turnover or balance sheet of no more than €2m are exempt (Sections 1(3) no. 5, 2 nos. 17 and 26, 3(3) BFGS)
- ☐ Shop or online booking: clarify terms and conditions and withdrawal notice

06 Features

- ☐ Where do form enquiries go?
email address, CRM
- ☐ What should the site do?
booking, several languages, map, news, shop
- ☐ Do you want to edit content yourself – and who exactly?
- ☐ Which systems should be connected?

07 Working together

- ☐ One contact person who can make decisions
- ☐ Who approves copy and designs – and how quickly?
- ☐ Preferred launch date – and is there a fixed occasion?
trade fair, season, opening

- ☐ Who keeps the content up to date – and how often?
- ☐ How you measure success
e.g. enquiries per month, calls, booked meetings
- ☐ Updates, backups and support: yourself or by us, if you wish

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

xhaolab.com/en/webdesign/

Page 3 of 3