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*Essential Criteria For  
A New & Successful  
Brand Website*

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## *10 Essential Criteria For A New & Successful Brand Website*

- Obtain a domain
- Decide on web host
- Select a Website Development Platform
- Explore Template Options
- Finalize Your Brand Colors & Fonts
- Create Website Map of Pages
- Create Essential Pages
- Research Keywords, Tags & Categories
- Optimize Website SEO
- Push Your Website LIVE!!! And You Are Done!



## *Section 1: Getting Started*

To create a website, you need to follow a series of steps that will ensure a smooth and successful process. This comprehensive guide will walk you through the essential steps outlined in this document to help you get started on your website creation journey.

### **1. Obtain a Domain**

The first step in creating a website is obtaining a domain name representing your brand or name. I strongly recommend getting your name as your domain. Follow these sub-steps to choose and register your domain:

- Research and choose a domain name: Take the time to brainstorm and find a domain name that aligns with your brand or name. Consider factors like relevance, memorability, and availability.
- Register the domain: Once you have selected a domain name, register it through a reliable domain registrar. Popular domain registrars include GoDaddy, Namecheap, and Google Domains. Follow the registrar's instructions to complete the registration process.





## *Section 1: Getting Started*

### **2. Find the Right Web Host**

Choosing the right web hosting provider is crucial for the performance and reliability of your website. Consider the following factors when selecting a web host:

- **Reliability and uptime:** Look for a web hosting provider that offers reliable services and ensures high server uptime. A reliable host will minimize downtime and keep your website accessible to visitors.
- **Scalability:** Consider the scalability options provided by the web host. Your website's needs may grow over time, so ensure that the host can accommodate your future requirements.
- **Customer support:** Good customer support is essential in case you encounter any technical issues or need assistance with your website. Look for a web host that offers reliable and responsive customer support.
- **Pricing:** Compare the pricing plans of different web hosts and consider your budget. Look for a balance between affordability and the features offered by the host.



## *Section 2: Choosing a Platform*

### **1. Select a Website Development Platform:**

- Evaluate different platforms such as WordPress, Wix, or Squarespace.
  - Consider the features and functionalities offered by each platform.
  - Assess the level of technical expertise required to use the platform effectively.
  - Look for user reviews and ratings to gauge the platform's reliability and performance.
- Consider ease of use, customization options, and available templates.
  - Determine how user-friendly the platform is for beginners.
  - Explore the customization options available, such as the ability to modify layouts, colors, and fonts.
  - Check the range of templates and themes provided by the platform to ensure they align with your desired website design.



## *Section 2: Choosing a Platform*

### **2. Explore Template Options:**

- Browse through the templates provided by your chosen platform.
  - Look for designs that align with your personal brand and message.
  - Consider the layout and structure of the templates, ensuring they meet your content organization needs.
  - Evaluate the responsiveness of the templates to ensure they are mobile-friendly and display well on different devices.
- Customize the chosen template to match your brand identity.
  - Modify the colors, fonts, and images to reflect your brand's visual identity.
  - Add your logo and other branding elements to create a cohesive look and feel.



## *Section 3: Creating Essential Pages*

### **1. Homepage**

- Create a compelling introduction that captures visitors' attention.
- Highlight your key achievements, expertise, or notable works.

### **2. About**

- Share your background, experience, and credentials.
- Include a professional photo to build trust and connection.

### **3. Books/Publications**

- Showcase your published works, including book covers and summaries.
- Provide links to purchase or learn more about each book.

### **4. Speaking**

- List the events or conferences where you have spoken.
- Include testimonials or reviews from previous engagements.

### **5. Contact**



## *Section 4: Search Engine Optimization (SEO)*

### **1. Keyword Research**

- Identify relevant keywords and phrases related to your niche.
- Use keyword research tools to find popular and low-competition keywords.

### **2. On-Page Optimization**

- Incorporate your target keywords naturally into your website's content.
- Optimize meta tags, headings, and image alt text for better search visibility.

### **3. Categories and Tags**

- Organize your content using relevant categories and tags.
- This helps search engines and visitors navigate your site more easily.

[Click here for more SEO information and details](#) and an [SEO Optimization Workbook](#).





*Thank You!*

I hope you found this checklist and guide helpful for creating your website. I'd love to hear about it! Come tell me your website name via the contact details below. If you still have questions or feel that you do not have the time to do this for yourself, I am available for consultation or [hire](#).

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