



My High-Performance Website Creation Checklist

Set yourself up for online success

Phase 1: The Foundation

Before you build, you need a rock-solid base. Don't cut corners here; the "cheap" option usually costs more in the long run.

- ✓ **Relevant Domain Name:** Keep it short, memorable, and business-relevant.
- ✓ **High-Performance Hosting:** Avoid "budget" shared hosting. Use a managed provider (like WP Engine) to ensure uptime and lightning-fast server response.
- ✓ **WordPress CMS:** The gold standard for flexibility and scalability.
- ✓ **SSL Security:** Essential for trust and SEO. Ensure that "lock" icon is always visible.

Phase 2: Backend Performance

A high-quality site is a fast site. If it doesn't load in under 3 seconds, you're losing money.

- ✓ **Enable Server Caching:** Speed up page delivery by serving pre-loaded versions of your site.
- ✓ **Setup Image Optimization** Use modern formats like WebP or AVIF. Implement "Lazy Loading" so images only load when needed.
- ✓ **Content Delivery Network** Use a Content Delivery Network (like Cloudflare) to serve your site from the server closest to your visitor.

Phase 3: Brand & Content Strategy

Design is how it works, not just how it looks. Use a strategy that speaks to your customer's needs.

- ✓ **Conversion Centric Copy** Use a proven framework like StoryBrand to make the customer the hero of the story.
- ✓ **Consistent Visuals** A unified color palette and font hierarchy that screams "professional."
- ✓ **High Quality Media:** Use original photography and video whenever possible. If using stock, ensure it looks authentic, not generic.
- ✓ **Web Accessibility (ADA):** Ensure high contrast and "Alt Text" for images so everyone can navigate your site.

Phase 4: User Experience (UX) & Conversion

Traffic is a vanity metric; conversions are a sanity metric.

- ✓ **Mobile First Design:** Ensure the site is 100% responsive. It should be just as easy to use with a thumb on a phone as it is with a mouse on a desktop.
- ✓ **Clear Calls to Action (CTA):** Every page needs a "Big Orange Button" (or your brand equivalent) telling the user exactly what to do next.
- ✓ **Lead Magnets** Give visitors a reason to stay in touch (e.g., a free guide or checklist) in exchange for their email.
- ✓ **Streamlined Forms:** Only ask for the info you actually need. Fewer fields = higher completion rates.

Phase 5: Measure & Grow

If it can be measured, it can be improved.

- ✓ **Google Analytics 4 (GA4):** Track where your users come from and what they do on-site.
- ✓ **Google Search Console:** Monitor how Google sees your site and fix indexing issues.
- ✓ **SEO & Blogging:** Create consistent, valuable content to rank for relevant keywords.
- ✓ **Paid Traffic:** Scale your growth using Google Ads, Meta Ads, or Local Service Ads once your conversion engine is ready.

Bonus Phase: Automate

Save tons of time automating repetitive tasks with software such as GoHighLevel

- ✓ **Automate Contact Form Submissions:** Customers are more likely to do business with you if you respond right away. You cannot be around 24/7 so integrate with a software CRM's that can automatically perform these repetitive tasks.
- ✓ **Automate Appointment Scheduling:** Save time using a shareable calendar instead of emailing for available time.
- ✓ **Automate Product Purchases & Lead Magnets** You received this specific PDF from an automation. Do the same with your documents and Products.
- ✓ **Automate Newsletter Submissions:** For users that subscribe, add them automatically to email newsletters and campaigns.