



Checklist 5 - Setting Up A Domain, Hosting And Website

Project Name: _____

Date: _____

Yes No

As a consultant, setting up a domain, hosting, and website is essential for your online availability. Hosting provides a home for your brand while the website and domain showcases your products/services and represents your brand. Setting up a host and website not only creates an opportunity for you to market your business online but further allows potential clients to schedule appointments online. The format and design of the website depend on your style and nature of business. Here are tips for setting up a domain, hosting, and website:

Part 1 – Setting Up A Domain

- 1 Select a domain option that is more descriptive e.g. consulting, investing etc. as opposed to .com.

- 2 Select a domain name that is simple and memorable.

- 3 Include keywords in your domain name.

- 4 Select a domain name that reflects your brand.

Notes



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5 Check that the domain name has not been used or trademarked.

Part 2 – Hosting

6 Select a host from sites such as Godaddy, Wix, BlueHost, HostGator, and 1 & 1 Internet.

7 Ensure your selected host offers panels with analytics.

8 Check for the affordability of the hosting site.

9 Ensure the host has support tools and offers ready support.

10 Check out the reviews of the host to check for reliability.

11 Avoid hosts that are too complicated for you and prospective clients.

Notes

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- 12 Check for the flexibility of the host in terms of working well in all screen sizes.

- 13 Consider the promotional tools offered by the host.

- 14 Check for availability of customizable tools.

Part 3 – The Website

- 15 Ensure your website has ecommerce options (a cart and payment channel).

- 16 Check that the website incorporates SEO and other marketing options such as email.

- 17 Incorporate the functionality into your website.

Notes



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Check that the website has customer support.

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Ensure your website design is user-friendly.

Notes