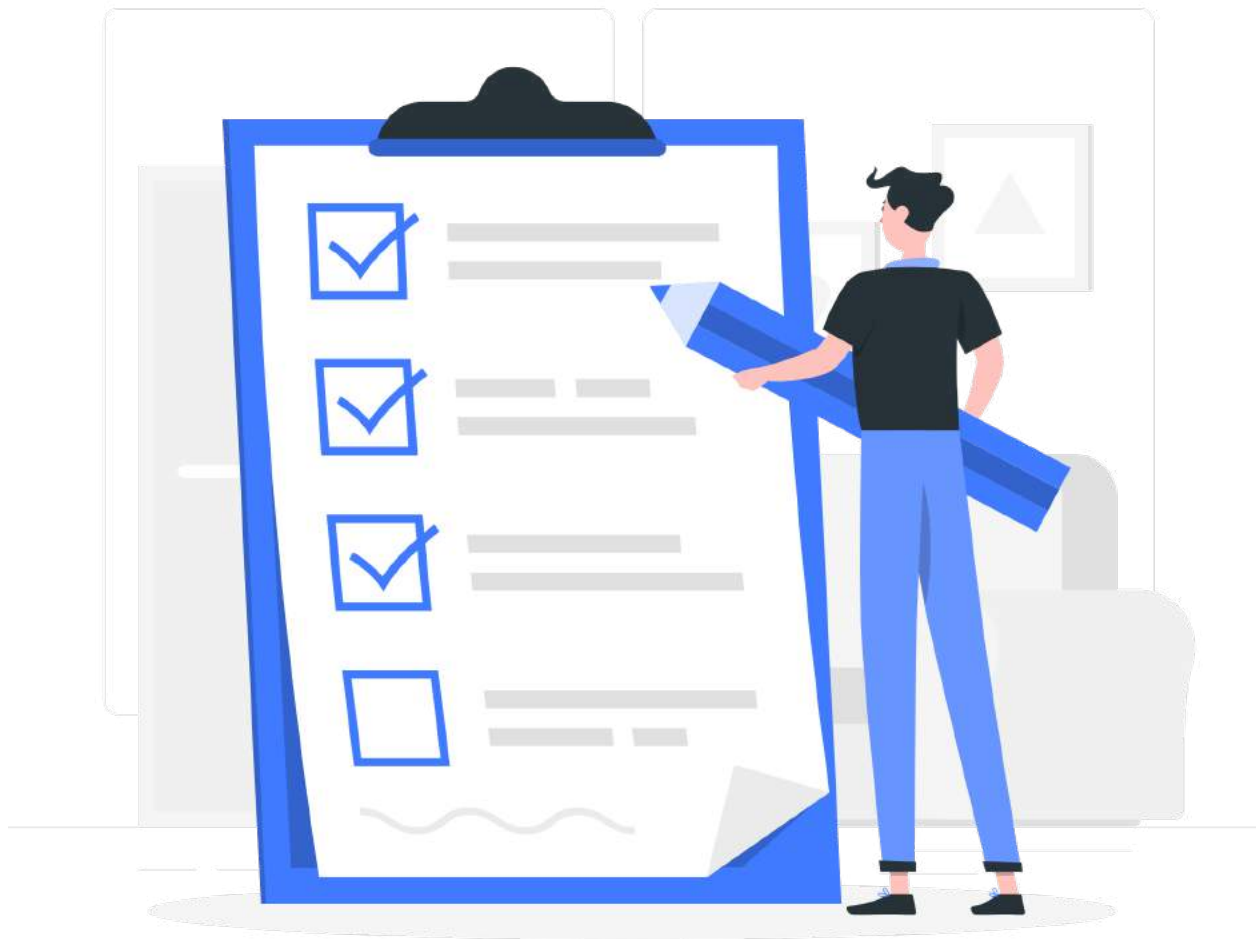


BLUE CLOUD

The New Website Checklist



Introduction

If you're setting up a new website to sell digital products or services, you need to make sure it has the most crucial elements ready before you launch it to the world.

Plus, it's easy to forget things, too!

That's why I created this checklist – to save you a ton of research and confusion about which elements are essential and profitable in the long term. Just be sure to follow the steps before your competitors do.

Oh, and this is by no means a list of ALL the things you can have on your website. It's just a small selection of the most critical and profitable elements that have worked well for our clients.

But first... Why Should You Listen To Me?

Hi – I'm Salil Agarwal, Founder & CEO, Blue Cloud Services. I am a graduate of the Indian Institute of Technology(IIT) Dhanbad. I've been building exemplary web and mobile applications for companies of all sizes since 2012. I founded Blue Cloud Services in 2019 to help small and medium businesses and individual professionals grow their businesses using digital tools.



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As a B2B business, it is critical to have a solid online presence to attract prospective customers. Building an engaging website is the first step towards it. You can get over 80 percent more prospective customers with your company website. Moreover, over 62 percent of B2B buyers decide to make a purchase based on the online content of businesses.

Having a website is a stepping-stone towards taking your business online. A website represents your business in the online world. From taking online orders to creating authority, a website can help grow your business in numerous ways.

Websites are crucial for creating a lasting impression on your audience. It makes your business more accessible and helps to build strong connections with your customers.

If you wonder what elements you must consider for creating a user-friendly and profitable website, we have you covered.

The New Website Checklist

How to select the hosting provider?

❖ Best Practices:

- Don't buy WordPress-specific hosting. Always purchase shared web hosting.
- Don't buy long-term plans until you are sure of the quality of the provider. 1 to 2-year plans is enough. Your requirement may change after 1-2 years.
- Any plan which costs less than ₹300 or \$5 per month will not provide any performance. ₹500 or \$10 per month hosting plans are perfect for most businesses.
- Buy from the provider which has a server near your target audience. GoDaddy has the nearest server from India in Singapore. MilesWeb has a server in Mumbai. We, Blue Cloud Services, have AWS (Amazon Web Services) servers in Mumbai.

Website Layout & design

There is no substitute for a clean and appealing design of a website. It enhances the usability of your website. In fact, according to a survey, [73% of companies](#) invest in design for an edge over their competitors.

Using a template for designing your website is an excellent idea as it provides a lot of room for customization. In addition, it serves as a visual aid to help you understand how the final website will appear. Built-in functionality features in templates also simplify the process of website management.

So opt for a highly customizable template that can personalize to address your needs and provide an intuitive experience to the user.

❖ Best Practices:

- Always start with a template
- Customize your website design according to your needs.

Landing Page Optimization

Landing page optimization (LPO) improves different elements on a website to increase conversions.

A conversion is a meaningful action that has some value to you. Some of the different types of conversion action are:

- Product Sale
- Form Submission

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- Newsletter Sign Up

A good landing page converts your visitors into taking your desired action, all while delighting them.

❖ **Best Practices:**

- Clear call to action - Every page should have only one call to action. Having multiple steps confuses users and leads to leakage.
- Clarity is the most crucial element in landing page design.



You get the idea, right?

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The more creative you get doesn't necessarily mean the more usable or the better experience your website has.

Website Speed

Your website should load at lightning pace to increase customer retention and user experience. Evaluate the current speed of your website using the Google PageSpeed plugin.

The Content Delivery Network (CDN) plays a vital role in determining the speed of your website. CDN has several servers located across the globe. The user can get faster delivery through the closest CDN server. When choosing CDN, make sure that it is closer than your origin to increase the loading speed.

❖ Tools:

- [GTMetrix](#) - for speed testing. If your website score is below B, you need to ask your website developer to improve the website speed.
- [Page Speed Test](#) - For Speed testing your website. If your website's mobile score is below 50 or your desktop score is below 75, then you need to ask your website developer to improve the website speed.

❖ Best Practices:

- Use a CDN with your website. CDN is expensive to use but can significantly improve your website Speed.
- Measure your website speed using the tools above.

Website Security

Implementing security measures to protect data from hackers helps to instill confidence in the users. Use SSL encryption to protect sensitive personal information entered by the user. Not adding SSL certification can affect the ranking of your website on Google.

Using a secure hosting service also matters. In the case of AWS, all data that is exchanged is encrypted by default.

❖ Tools

- [SecurityHeaders](#) - For scanning your website for security loopholes. Anything below an A rating is not secure.
- [Sucuri Site Scan](#) - For website security check & malware scanner

❖ Best Practices:

- Always use the HTTPS protocol and have a valid SSL certificate installed on your website.
- Check and scan your website using the tools above.

Website Framework

Frameworks provide the foundation for designing an excellent website. Using frameworks such as WordPress saves the trouble of reinventing the wheel. These frameworks are customizable, cheaper, secure, and have a scalable architecture, allowing you to develop a website you can be proud of.

In fact, Wordpress is used by more than [40% of all websites in the world](#).

❖ Best Practices:

- Build your website using a framework.

❖ Tools:

- [W3Techs](#) - To check usage of various types of technologies on the web.

Website Responsiveness

Modern websites are responsive - means that they work on laptops, Macbooks, Android phones, and iPhones. Testing and checking your website on multiple devices ensures that it works on most devices.

❖ Best Practices:

- Always check if your website works on both Mobile and Desktop.
- Always check your website in 2 browsers - Firefox and Chrome.

Summarized Final Checklist

- ☐ Your website server is not overcrowded.
- ☐ Your website server is near to your target audience.
- ☐ You are using WordPress or other frameworks to build your website.
- ☐ You have seen the template on which your website will be based on.
- ☐ Your website's homepage and other pages are optimized for clarity.
- ☐ Your website's pages have clear Call To Action buttons.
- ☐ You have a valid SSL certificate installed on your website.
- ☐ Your website has a Google Page speed test score for mobile above 50.
- ☐ Your website has a Google Page speed test score for desktop above 75.
- ☐ Your website has a GTMatrix score of at least B.
- ☐ Your website has a Security Headers grade of A.
- ☐ Your website has a Sucuri Site Scan risk of Minimal or Low.
- ☐ Your website is responsive - works well on both mobile and desktop.
- ☐ You have tested your website on Chrome and Firefox browsers.