



CREATE YOUR FIRST NEW WEBSITE

WEBSITE CHECKLIST

- Buy a domain name.** A domain name serves as your digital address. For example, ours is www.endorphinadvisors.com. There are a number of places you can get a domain such as [GoDaddy](#), [Domain.com](#), [NameCheap](#), and many others.
- Get a business email address.** Some web providers can help you establish a business email address, but another option is to use [Google's G-Suite](#) to set one up. Use an email address that matches web domain.
- Choose a website building platform.** There are a number of good platforms such as [WordPress](#), [Squarespace](#), [Wix](#) and [Weebly](#). Wix is one of our favorites, with lots of features including web hosting.
- Build your website.** If you are not a website developer there is no need to panic. Most website platforms offer predesigned templates you can customize to fit your needs. If you need help or have any questions, we can help you. Check out our [website portfolio](#) and these [tips](#).
- Use high-quality, royalty-free images.** Today's websites feature big, clear, high-quality images. Try [Unsplash](#), [500px.com](#), [Shutterstock](#), and [Big Stock](#) which offer free and paid images.
- Integrate useful and relevant content.** Throughout your website include a variety of content for your visitors, such as engaging content, promotional content, educational content, and curated content. It is important (for a variety of reasons) to regularly update your website with new, interesting content. Be sure to tell people as much as possible about your business, including who you are, who your customers are, what products/services you provide, examples of past work, how to contact you and more. Include a Frequently Asked Questions (FAQ) page with common questions you hear, along with your responses to those questions. Tip: Check out competitor websites and see what their site says.
- Company logo.** Use your company's logo throughout your website to create a consistent, recognizable company brand. Don't have a logo yet? Constant Contact offers a [free logo generator](#).
- Acquire website hosting.** Several website software companies also offer website hosting packages. So, if you use an integrated platform such as [Wix](#) the hosting is part of the package.
- Review website visitor data.** Do you know who is coming to your website, how often they are coming, how long, and where they are going on your website? This is critical information. [Google Analytics](#) offers a free tool to track all of these website analytics and more.

Questions or want help? Contact us at info@endorphinadvisors.com

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