A checklist for a high performing website in 2026

Before choosing an agency or trying to design a website yourself, here are some things you need to know.

Start with your customers, not your template. Short answers are enough. Type into the fields or print this worksheet. Use page 2 to turn your answers into build requirements.

Business

Date

1 Your audience

Who buys from you? What triggers a purchase, what do they spend, and what matters most? What brings them back?

2 How they find you

Tick likely routes. Your website should support the way people already discover you, plus what you plan to try.

- ☐ Referrals / cards
- ☐ Search / AI tools
- ☐ Social media
- ☐ Paid ads

3 What they need to know

In two sentences: what do you do, for whom, and why choose you? Focus on what customers care about, not jargon.

4 How they contact you

Phone, email, social or form? Pick the main action. Who responds, how soon, and what happens next?

5 How they buy

Make the next step obvious. For example: request a quote > review > approve; or book a time > confirm > attend.

6 The result & the proof

What improves after working with you? What reviews, work photos or process details prove it? How do you stand behind it?

Keep passwords, payment details and private customer information out of this worksheet.

Choose what your site needs.

Tick what applies. A simple site and a customer platform are different projects.
Use these questions with any provider, including us.

01 / PICK YOUR STARTING POINT

A professional presence

Explain your services, show proof and make contact easy. This can fit Build & Tend's $1,000 starting offer, subject to scope.

A marketing foundation

Planning ads or ongoing content? Include landing pages, useful search content and measurement of inquiries from the start.

A more involved build

Selling online, logins or customer records? Scope payments, access, data protection and integrations separately.

02 / BUILD REQUIREMENTS

Need help deciding? Mark it as a question below.

- ☐ Brand: logo, colors and photos we can use
- ☐ Readable: clear headings, contrast and type
- ☐ Search: useful content, page titles, indexing
- ☐ Hosting: domain, HTTPS, backups and updates
- ☐ Tools: booking, CRM or industry integrations
- ☐ Content: services, audience and real proof
- ☐ Mobile: fast pages and easy-to-tap actions
- ☐ Forms: delivery, spam protection and reply owner
- ☐ Data: collect less; define access and retention
- ☐ Measurement: inquiries, ad tags and consent

Search and AI discovery: clear, crawlable information helps systems understand your business; no provider can guarantee rankings or AI recommendations.

Tools, must-haves or questions to scope:

03 / ASK BEFORE YOU HIRE

- ☐ What will you build and host on, and why? Who owns the domain, content and accounts?
- ☐ What is included: pages, copy, photos, revisions, mobile checks and launch testing?
- ☐ What maintenance, security updates and support are included? Who handles form issues?
- ☐ What is the total build price, renewal cost and extra-work rate? How can I move or cancel?

Provider answers / budget / timing:

Your next step: bring this to a provider or use it to plan your own build. A completed copy gives Build & Tend a useful first brief; a short conversation confirms fit, scope and price.