



Website Build Completion Checklist

This is a little booklet which outlines the Platonik checklist we use when completing the build of a website before handing it over to our clients.

Next Page

Introduction

Building and completing a website is very similar to a property developer completing the build of a new home.

Various checks and procedures are put in place to ensure a smooth handover from the developer to the new owners.

Building and completing a website is very similar; except that most business owners never know what to check when their website is completed.

I recall the purchase of a brand new house in 1991 from a well known property developer. We moved in and then it was only a few months later we had to return to the builders to have some issues fixed.

1. The WRONG way to create web pages

This is page about "aviation industry software" we found on someone else's website.

Title: Services | Rusada – keeping aircraft flying (7 words/37 chars)

META description: n/a

META keywords: camo, easa 145, far amt 145, rotary and fixed wing aircraft, aircraft maintenance, airworthiness, mro/operations, mro it, legacy integration, aircraft fleet management, software solution, configuration and resource manager, fleet meanger, maintenace manager, operations manager, finance manger, materials manager, quality assurance manager, multiple maintenance programmes, envision, crew education planning, charter flight management (51 words/384 chars)

External links: 2 / Internal links: 34 / Total: 36

All external and internal ▾ All followed and nofollow ▾ Export links

Whois IP Search

Close

Look at the Title - it doesn't mention "Aviation industry software"

Look at Meta Description - there is none

Look at H2 - it says software instead of "Aviation Industry Software" and should be H1 instead of H2

This is a company who have had a website built without any consideration for what people are searching for and by a team of web developers who have no idea how to get a page indexed or even found by Google or prospective customers.

Now let's look at the correct way to do it.

Software h2

Our aviation industry software provides business management information as a hosted solution for rapid implementation or resident in-house for internal management. Whether you are a pure-play MRO, supplier to the aviation industry, a large established company or just getting started, Envision™

1. The CORRECT way to create web pages

This web page about “corporate web design” contains a Page Title, page description, H1 Header and text on the page that all include “corporate web design”. This is the correct way of creating web pages.

Home What We Do Our Work Downlo About Blog Contact Us

Corporate Web Design

Get in touch

Unlike other web designers, we are the only company where corporate web design is implemented from a business perspective.

We've built over 40 corporate web designs for business owners in G... corporate business needs in mind. Our websites are powered and h... \$17billion company, which gives every business owner piece of mind... biggest and best in the business.

Blekkio external links to this domain
Blekkio external links to this page
Blekkio seo information

Keyword Density:
Ignore words of 3 characters in length or less.
Minimum occurrences: 2

- Include Meta tag Keywords
- Include Meta tag Description
- Use our default stop word list

Go

Title: Corporate Web Design > Platonik.co.uk (5 words/33 chars)

META description: Unlike other web designers, we are the only company where corporate web design is implemented from a business perspective. (19 words/104 chars)

META keywords: n/a

External links: 0 / Internal links: 35 / Total: 35

This is screenshot of our page about “Corporate Web Design”. Notice “corporate web design” is included in the highlighted H1 area and within the Title and META description areas

2. Web Form response emails

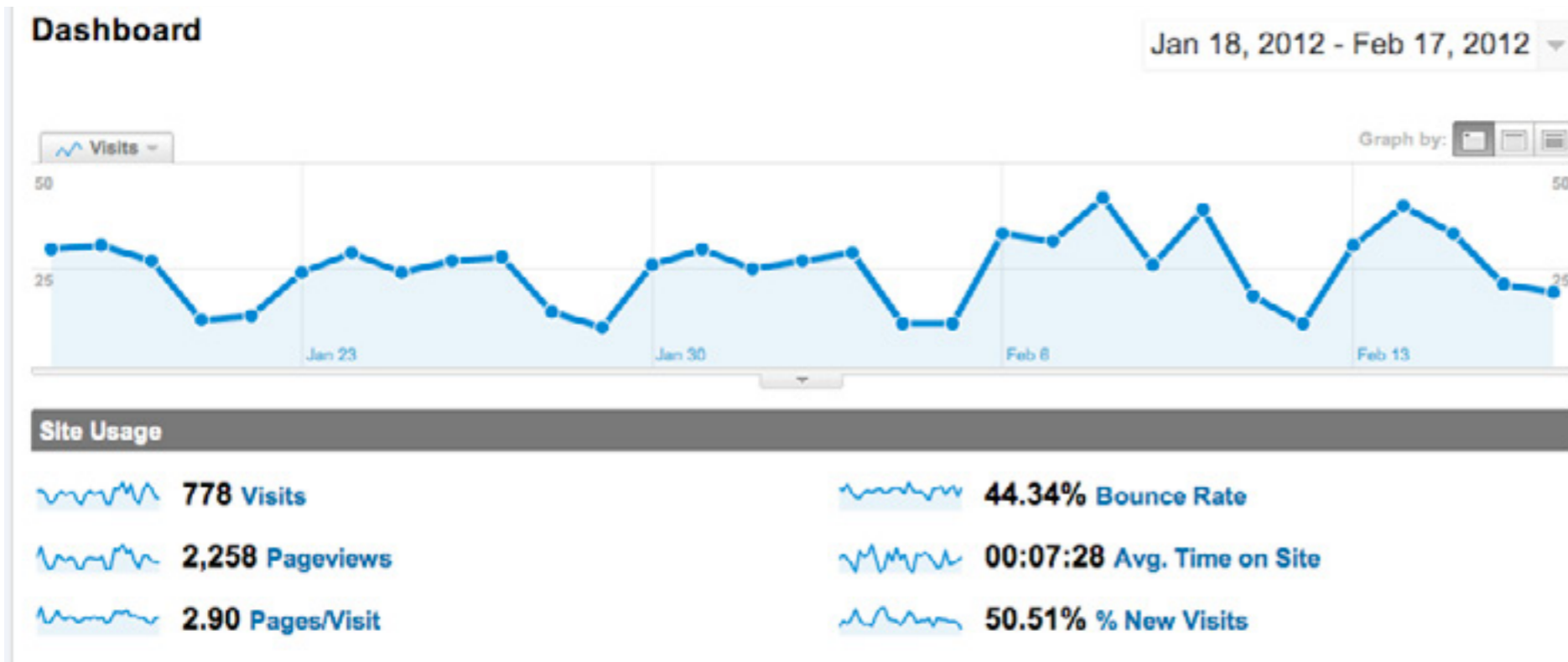
We check that the enquiries forms work and the prospective customers details populate the contact manager.

The screenshot displays an email configuration interface. The top section, titled 'Notification Email', contains several input fields: 'Email Subject' with the value 'Thank you for your enquiry', 'Email From Address' with 'admin@insuredirect.co.uk', and 'From Name' with 'InsureDirect.co.uk'. The 'Format' is set to 'HTML' and the 'Template' is 'Don't use a template', with 'Preview' and 'Edit' buttons next to it. The bottom section, titled 'Email Content', includes a toolbar with various icons for text formatting and a 'Tag Insert' dropdown. Below the toolbar, the email body text is visible, starting with 'Dear {tag_recipientfirstname},' and containing several lines of text regarding office hours and contact times.

We ensure the contact is added to a marketing list (for future email targeting) and that the reply email to the enquirer clearly reflects your brand and the message you wish to communicate.

3. Google Analytics

We set up a Google Analytics account and add a bit of code to your website templates. This ensures you have the means of tracking visits to your website and which keywords are most popular in driving traffic.



We set up a website goal so that you have a means comparing your performance month v month.

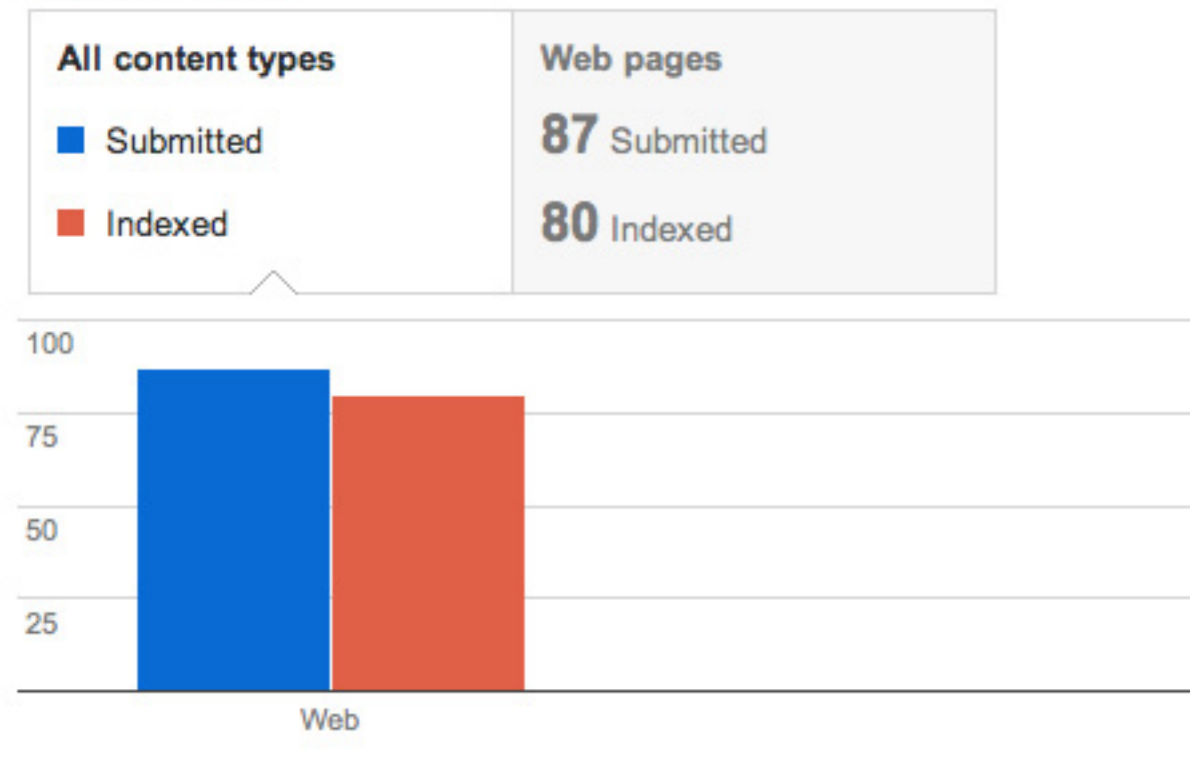
4. Sitemap creation and submission

Sitemap details

Sitemap: [/sitemap.xml](#)

This Sitemap was submitted Jan 25, 2012 and processed Feb 15, 2012.

Sitemap content

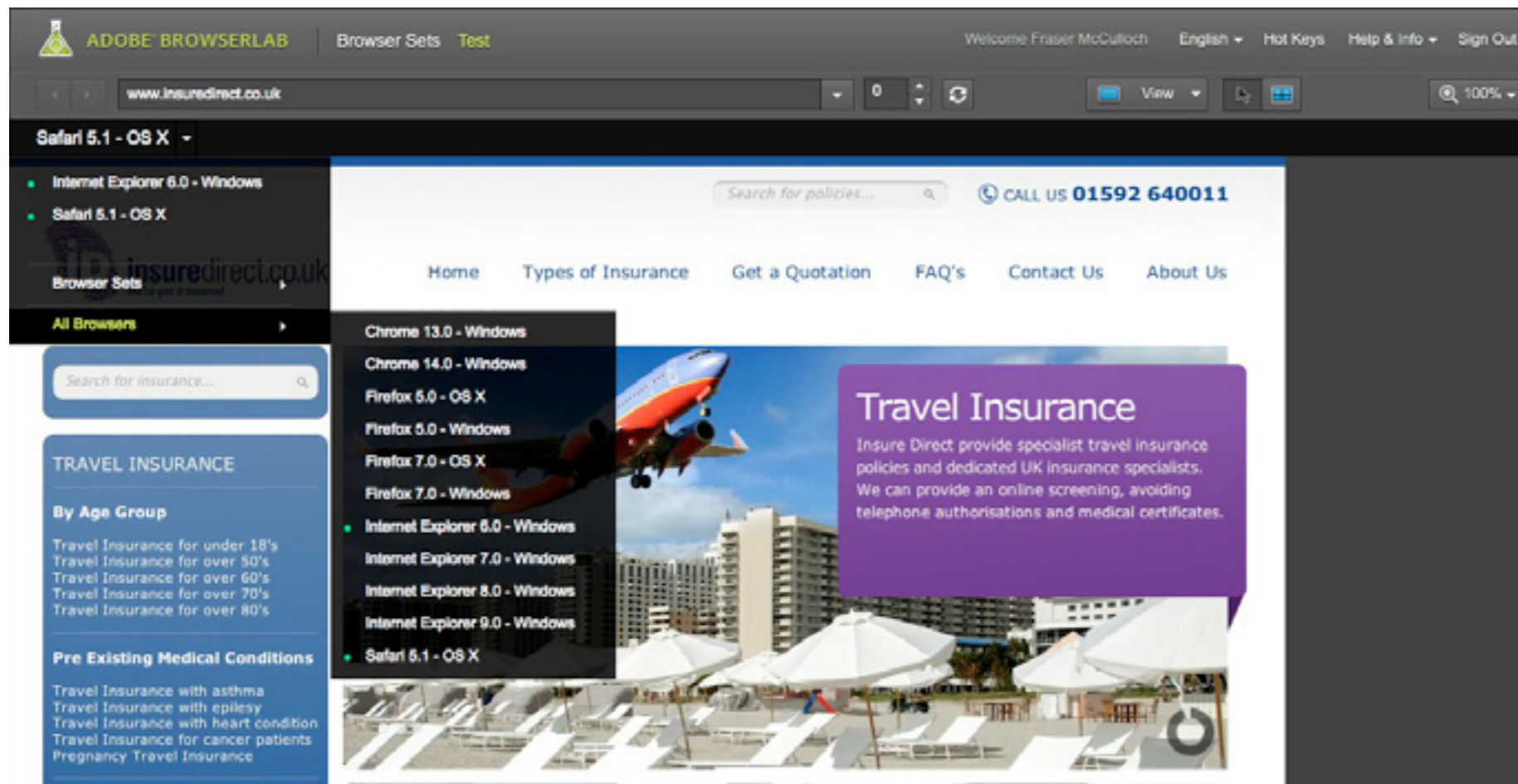


We create what is called an xml sitemap and give it to Google so that they pick up and show your pages on the internet.

Any new pages you then add or change are updated by Google the next time they visit your website.

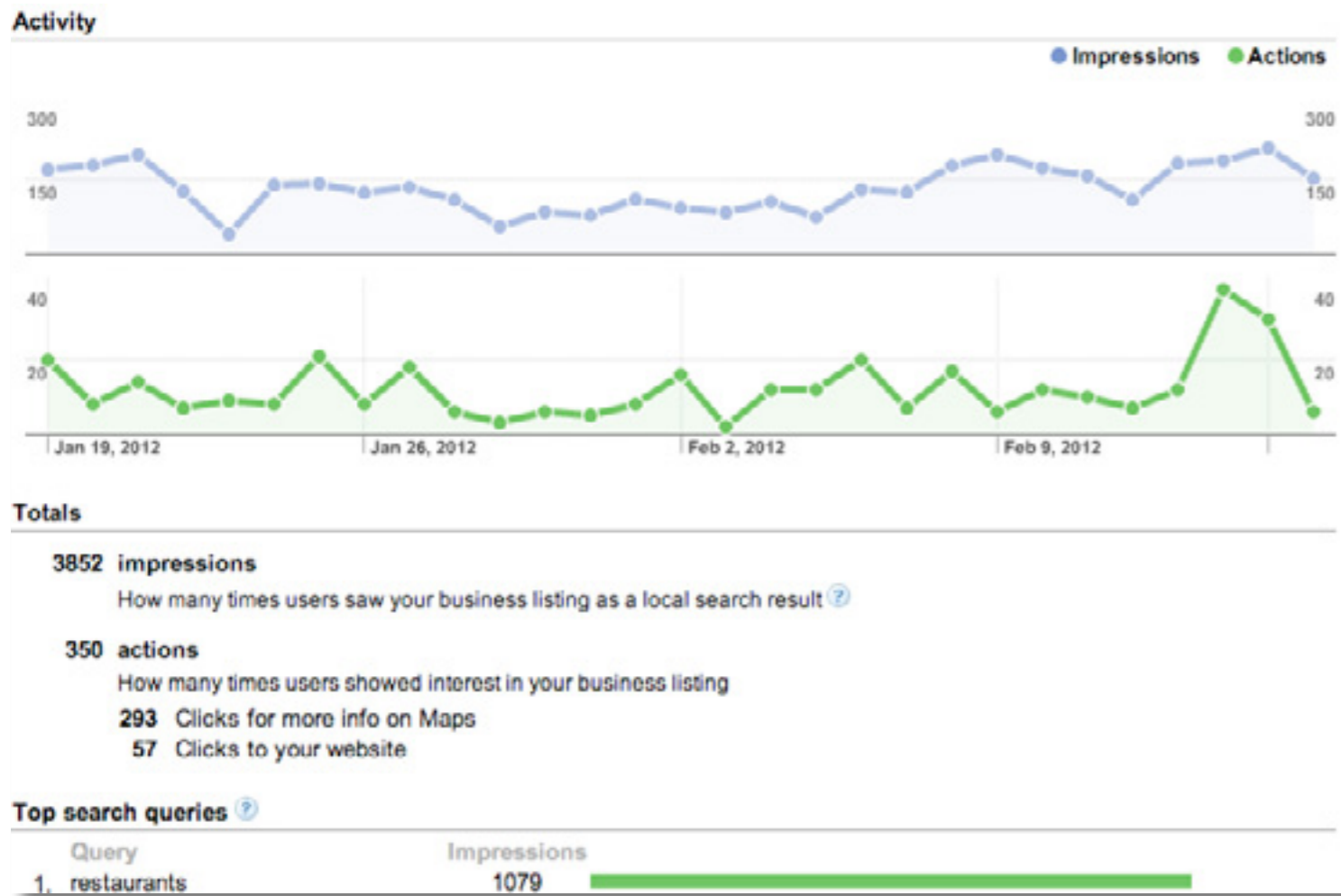
5. Compatible with all main internet browsers

We check that your website looks good in all the main desktop browsers such as Internet Explorer, Firefox, Safari and Chrome.



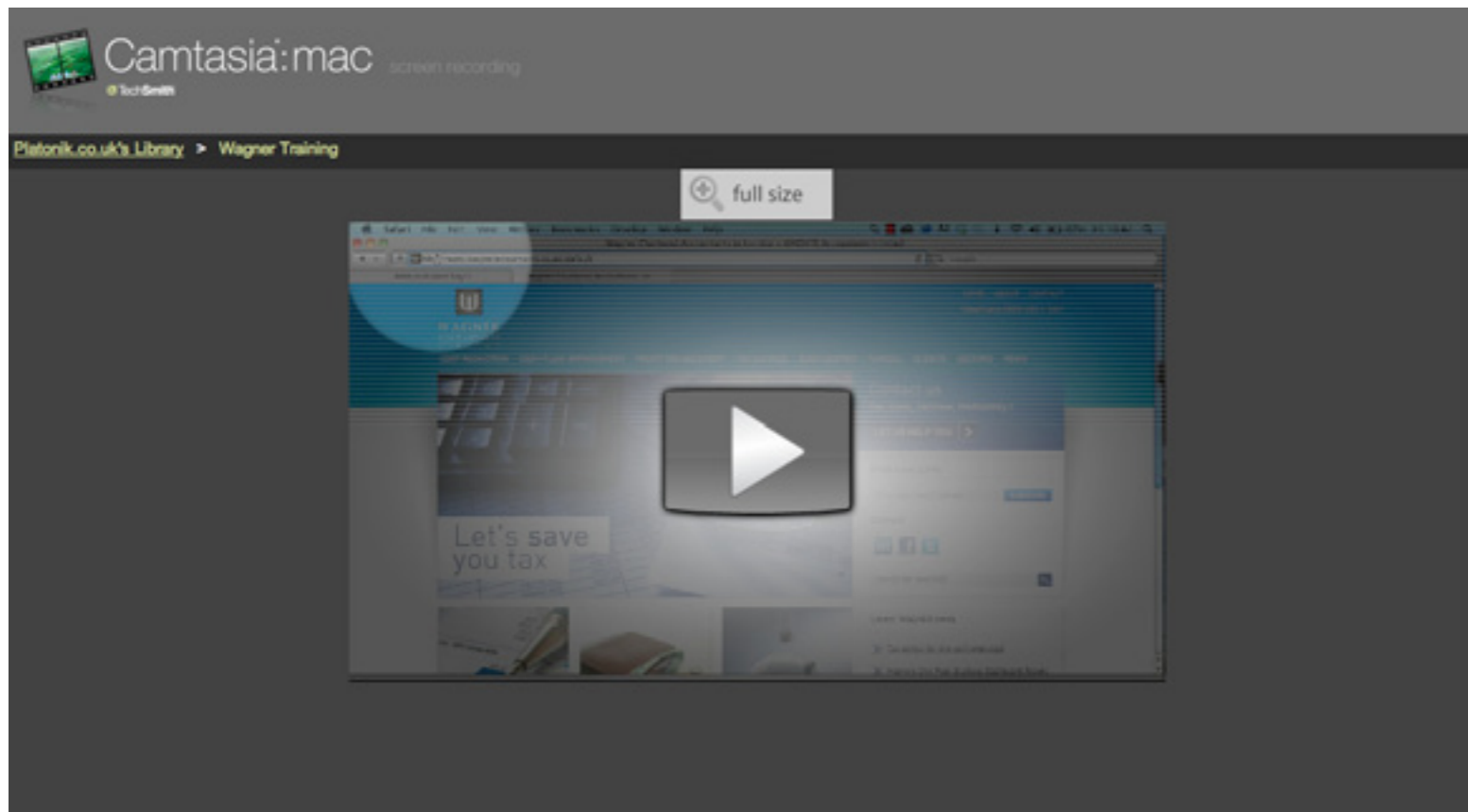
6. Google Places account created, optimised and verified ?

If your business is locally based we create you a Google Places account and verify it. That means Google either send you out a postcard or call your business just to make sure you are who you are ! Then we fill in information about your business and add relevant photos and videos.



7. Training videos

Finally we create a web based training video showing you have to use the key parts of the administration section of your website. This video typically shows clients how to log in, how to view and read the business dashboard, how to change items on the website menu, how to edit and add pages, how to blog and much more.



About Platonik

We got into this business after spending 20 years in the real world; selling and marketing brand names like Reebok, NTL, Dunlop and Slazenger and building other brands online.

And yes, like you, we've had miserable experiences in the past with designers and technical people who just want to code or paint pictures and where speaking about business is a foreign language to them.

That's why we build websites with business in mind.

We have the right blend of business know how, experience, tools, skills and people to maximise your chances of real, tangible results.

And of course, the design is also stunning.



platonik

How to Contact Us

Fraser McCulloch

T : 07930 476619

E : fraser@platonik.co.uk

W : www.platonik.co.uk