

# WEB DESIGN

## checklist 2023



### MUST HAVE

- Domain Name that's unique, short and memorable
- Fast Hosting
- SSL Secure Website
- Mobile Responsiveness
- Clear Navigation
- Visible Contact Information
- Backup and Recovery Plan



### SITE FEATURES

- Search Functionality
- Consistent branding
- Social Media Integration
- Call to Action (CTA)
- Newsletter Signup
- About Us Page
- Testimonials or Reviews
- Privacy Policy
- Analytics

# WEB DESIGN CHECKLIST IN KENYA 2023



## TO MAKE PROFIT

- Regular Updates
- Accessibility
- Search engine optimization (SEO)
- Submission to Google and other search engines**
- Dark mode
- Live Chatbots**