

Things You Should Do Before Creating a Website

Have your product ready to enter the E-commerce business, creating your own website is one of the initial steps. Even there are many easy website-building services, we know sometimes it takes a little inspiration to get started. Here are some checklists that need to be prepared before you actually build your own website.

1. LOGO



Logo is very important to represent your business. It helps your business to be more memorable. A well-designed logo tells the story about your business and its identity as part of your commitment.

Before designing a logo, make sure you know what is your company positioning, including who are your target customers which your logo need to communicate with.

Next, check our complete guidance on: [How to create a company logo.](#)

2. COMPANY NAME



If you have your company name ready, think about what your URL will look like. URL need to be short so that it is easy to be memorized and look great online. It is also important that your URL should be easy to spell and pronounce, and will not have undesirable double meaning.

Create few lists and run a survey among your family and friends will help you decide the best URL for your company.

3. TEXT

Preparing good content is also very important when you build a website. It should be clear, short, and easy to understand. Pay more attention to the word you use will help your website to be more attractive. Also make sure to avoid any misspelling and do proofreading before you launch the website online.



The text helps you to communicate about what you're offering and why they should buy from you. It should at least contain your product description, its benefit, service that your company provides, and other information needed to support your product or service such as your company history.

4. PICTURES



Remember that not all pictures can be used in your website. Even original photo is preferable to compete, it is not necessary to have professional photographer to have a good picture. However, it is important that you have a camera that can capture high resolution picture so you can transfer it easily to your website without clarity issue.

Moreover, make sure you have several different pictures such as photos of your products or services that you provide, and few portrait photos if you would like to have introductory or "about" section.

5. RESEARCH

Browsing some other similar business websites will give you more ideas before you start building your own website. Paying more attention on how they use the navigation and how they organize their pages, images and texts will help you determine which design best for your future website.