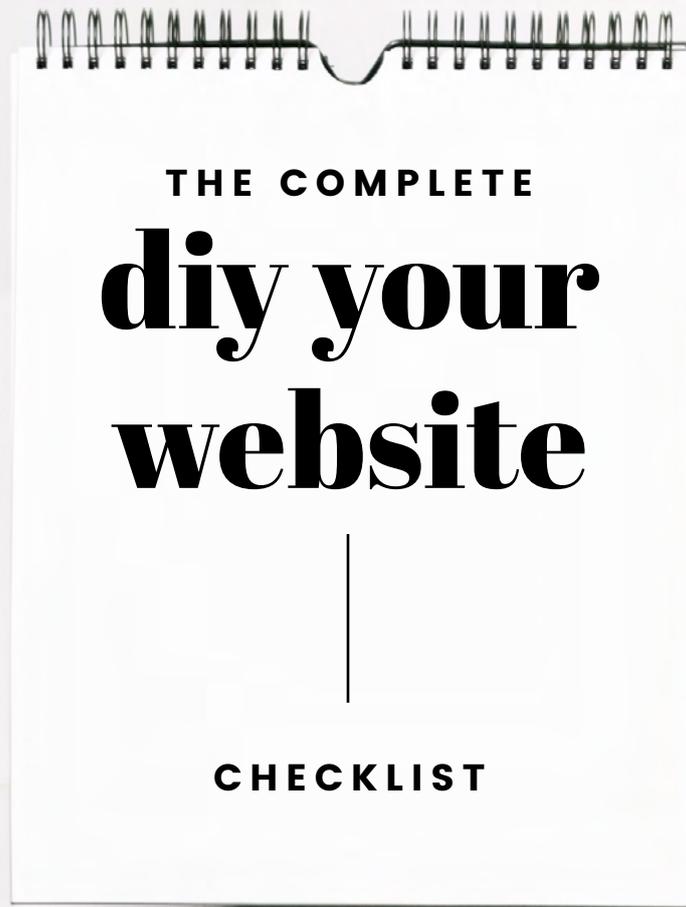# ORANGE & BERGAMOT

THE COMPLETE
diy your
website

CHECKLIST

THIS SIMPLE STEP-BY-STEP CHECKLIST GUIDES YOU THROUGH HOW TO BUILD A DIY WEBSITE THAT NOT ONLY LOOKS GOOD BUT ONE THAT ACTUALLY CONVERTS!

oh, hello!
i'm Kalika

FOUNDER & CEO, INVENTOR, AUTHOR, PODCAST HOST, SERIAL ENTREPRENEUR

Kalika Yap is a thriving serial (concurrent) entrepreneur whose businesses include award-winning brand agency Citrus Studios, Luxe Link, the Waxing Co., the Tangerine Co. & the Orange and Bergamot. She is the current President of the Entrepreneur's Organization, Los Angeles Chapter.

Her companies have been featured in publications such as Entrepreneur, Inc., Wall Street Journal, LA Business Journal, The Huffington Post, The Today Show, CNN, MSNBC, Business Rockstars and Microsoft.

A native of Honolulu, Hawaii, Kalika started out working as a journalist for CNBC and Bloomberg after graduating from NYU, before making the move to the West Coast — the first step on her continuous entrepreneurial journey.

Kalika defines success not just by her businesses' bottom line. Her time at the J Paul Getty Trust infused in her the importance of giving back. She integrates the value-based culture of philanthropy within all her business units and has been an active member of key entrepreneur groups such as Entrepreneur's Organization and the National Association of Women Business Owners.

Kalika has been honored by the Asian Business Association, LA Business Journal, Anti-Defamation League as well as Farmers Insurance, HOPE (Hispanas Organized for Political Equality), and the California Latino Legislative Caucus. Her first company Citrus won the Technology Firm of the Year Award by the Asian Business Association.

As devoted as she is to her businesses, Kalika's husband Rodney Yap and their two daughters Malia and Kailani are her greatest treasure and she loves spending her off time with them in their home in the Pacific Palisades.

Kalika Yap is the author of Little Brand Book. Kalika riffed on the time-worn idea of archetypes to create an entirely new archetype code that can spark ideas for tweaking your brand strategy in accordance with your company's "innate personality.

1. DETERMINE YOUR VISION AND YOUR MISSION

It's important to have a vision for your business. Your vision determines what you want your business to become and helps to set a direction for growth. Don't worry if your vision changes as you go on.

Your mission statement focuses on the now and what you are doing to meet your bigger vision. A solid mission within a business helps you to stay on track, true to your brand and true to your goals. Everything that you do within your business from the clients you take on, to the marketing that you create should be rooted in your mission.

2. GET CLEAR ON YOUR IDEAL CLIENT

Defining your ideal client is a step that should not be missed in building your brand. Once you know exactly who your ideal client is, everything becomes a whole lot easier. By identifying who it is that you want to work with, you can tailor your website copy to meet their needs and you will be able to market to them a whole lot easier.

3. IDENTIFY YOUR MESSAGE

Your brand messaging conveys who you are, what you offer and why it adds value to your clients. It uses words and phrases that connect with your ideal client, so that they understand that you are speaking directly to them. The key element of strong brand messaging is that it needs to be relevant to them in order to connect and convert them.

4. DEFINE YOUR OFFERINGS

Now you know what your ideal client needs, it's time to create your offer(s) to meet those needs. If you are just starting out, I recommend creating one offer that you can promote consistently. Once this offer is working well for you, you can bring in complimentary offers that create a customer journey.

5. PURCHASE YOUR DOMAIN NAME

Hopefully you'll have a name for your business by this point so it's time to go head and purchase your domain name if you haven't already. Use a domain name provider such as GoDaddy to check your domain name is available.

6. SECURE YOUR SOCIAL MEDIA HANDLES

It's getting harder and harder to secure social media handles so always ensure that your social media handles are available on multiple platforms before fully deciding on your business name.

7. CHOOSE YOUR WEBSITE PLATFORM

When it comes to choosing the right website platform for your business, you'll need to think about your needs, requirements and skills. Popular website platforms to consider are Wordpress (my personal preference), Squarespace and Shopify. They each have their pros and cons so be sure to do your research.

8. PURCHASE A HOSTING PLAN (IF NEEDED)

If you decide to use WordPress for your website then you'll need to purchase hosting. Don't be tempted to go with the cheapest provider as this can have an effect on page loading speed, downtime etc... If you choose Shopify or Squarespace then hosting is included in the monthly fee.

9. SET-UP AN EMAIL ADDRESS

I highly recommend you choose an email address that displays your domain name instead of a generic gmail address. For example choose yourname@yourdomain.com instead of yourname@gmail.com. It looks more professional and sets you up correctly from the start. I use Google for Business which is really easy to set-up and only costs around $5/month.

10. IDENTIFY YOUR BRAND STYLE

Use a platform such as Pinterest to create a board for your brand style. This should be a mix of your style and your ideal clients style. If your ideal client is more of the bold type, then you won't want your branding to be muted and minimal.

11. CREATE AN INSPIRATION BOARD

Use some of the images that you added to your brand style board in Pinterest to create an inspiration board. This board should be an overview of your brand style and will also determine the color palette for your brand identity.

12. FINALIZE YOUR COLOR PALETTE AND FONTS

Using the inspiration board above, pick no more than 5 colors that work well with your brand. Be sure to keep in mind not only your personal preferences but the colors that will resonate best with your audience. You'll also need to choose fonts for your headings and text. Choose no more than 3 fonts that complement each other.

13. DESIGN YOUR LOGO

Depending on your budget and the stage you are at in business, there are a couple of routes you can go down for your logo. You can either DIY, purchase a pre-made logo or work with a designer. I recommend keeping your logo fairly simple and using the other brand elements to bring your brand identity together.

14. DECIDE ON MARKETING MATERIAL NEEDED

As an online business owner, you will need certain marketing material such as graphics for social media, Pinterest graphics for your blog and a template for your email opt-in. There are many templates that you can use with the free platform, Canva. Search on Pinterest or Creative Market to find ones that you like.

15. WORK OUT YOUR GOALS FOR YOUR WEBSITE

Your website needs to be designed to convert and for this you need to decide what it is that you want your website to do. Some examples may be sign-up for your newsletter, purchase products from your shop, submit a contact form etc... Now your website can of course do all three of these so you don't need to set just one goal.

16. MAP OUT YOUR CUSTOMER JOURNEY

Now you know the goals for your website, you need to think about the user journey that you take them on. How will you get them from A to B? What are the steps in between that they need to take and how can you use your website design to guide them there? Remember, your website visitors won't always land on your homepage.

17. DECIDE ON THE PAGES FOR YOUR WEBSITE

I always recommend outlining your pages and website content first before working on the design. The first step to this is deciding on the pages for your website. As a start you'll need home, about, services and contact pages. Other pages to consider are portfolio, blog, shop etc...

18. WRITE YOUR HOMEPAGE COPY

The key to a homepage that converts is making it completely clear what you do and who you work with. You want your website visitors to know quickly whether you are someone that can help them (you only have around 8 seconds to capture their attention). Be sure to keep it short and sweet.

You'll also want to tell people where to go next with clear call to actions. I recommend having a free download (or similar) available on your homepage that builds your email list.

19. WRITE YOUR ABOUT PAGE COPY

Your about page is another key page on your website. Your about page should not be all about you but about how you and your experience can help your ideal clients. Think about what it is that your client wants to achieve by working with you and write your about page copy around that.

You can of course also include some personal information such as fun facts so that your ideal clients get to know you as a person but don't make this the first thing they see.

20. WRITE YOUR SERVICES PAGE COPY

I recommend having a services page overview and then individual pages for each service. Remember, your ideal clients want to know more about the transformation they get by working with you than the offer itself. Be sure to include testimonials from previous clients.

Also decide whether you will include pricing on your services page. If you don't want to include exact pricing then include a starting from price or a range. For example, you could say 'Most clients invest between $1000 and $1500 on their xyz'.

21. WRITE YOUR CONTACT PAGE COPY

Keep your contact page short and sweet but be sure to make it clear how your audience can get in touch with you. Whilst it might be tempting to include a long form on your contact page so you can capture all of their details, I recommend keeping it short and capturing only the key information. Long contact forms can put people off and could turn away potential clients.

22. WRITE ALL OTHER PAGES

Write out the website copy for all of your other pages. Be sure to include call to actions on each page and think about the different sections that you might want to include.

23. CHOOSE A WEBSITE TEMPLATE

Now you know which website platform you will be using and the content that needs to go on your website, choose a website template that works for your business. We have beautiful website templates built for the Wordpress platform at Orange & Bergamot. Both paid and free templates are also available for other platforms such as Squarespace and WordPress.

24. INSTALL YOUR WEBSITE TEMPLATE

Depending on the platform you've chosen, there will be different ways to install your website template. One of the many reasons I chose Wordpress for my own website, 1:1 clients and my website templates is how easy it is to install a design and customize it yourself. With Wordpress, you simply install the Share Key provided with your template into your Wordpress library and voilà, your template is installed. Other platforms such as Squarespace and Shopify can be a little more complicated.

25. ADD YOUR LOGO TO YOUR TEMPLATE

The first thing you should do is add your logo to your chosen template. Ensure your logo is saved for web format as either a PNG or JPEG.

26. ADD YOUR FONTS AND COLOR PALETTE

The next step to making your template your own is to add your fonts and color palette to the template. Wordpress makes this really easy for you to do and can instantly transform a template to suit your branding.

27. ADD YOUR FAVICON

A favicon is the small icon that you see at the top of each tab in your browser. Use a platform like Canva to create your own favicon. This is usually about 32x32px square.

28. DESIGN YOUR HOMEPAGE

I always recommend starting with designing your homepage first and often you can reuse sections from your homepage on other pages of your website.

Using a platform like Wordpress makes it really easy for you to make your website your own. You can drag and drop sections and move things around really easily.

29. DESIGN ALL OTHER PAGES

Once you've finished designing your homepage, you can get to work on designing all of the other pages on your website.

Remember if this seems overwhelming to you, you can always hire us at Orange & Bergamot to take care of everything for you!

30. DON'T FORGET YOUR PRIVACY POLICY

A privacy policy is required by law in many countries so as an online business owner who collects information via your website, it's recommended that you have one. Link to your privacy policy in the footer of your website.

31. ADD A BLOG

I recommend having one form of content marketing as your main marketing channel. This could be a blog, podcast or YouTube. Regardless of which platform you choose, I recommend having a blog as a central place to store this content. You can even transcribe your podcasts or videos to turn into blog content. A blog is also great for SEO.

Another reason I recommend Wordpress (can you tell I love it?!) is that it uses simple design for it's blog. You can use SEO tools such as Yoast to ensure your blog posts are optimized for search engines.

32. CHECK YOUR MOBILE SITE DESIGN

Wordpress offers the flexibility of being able to design the desktop version of your website separately to the mobile version. This is great as it means you can create a mobile experience for your customers that rivals your desktop experience. With mobile being a large driver of website traffic for most businesses, it's important that your mobile site is just as easy to use as your desktop site.

However, ensure that you check your mobile site design is complete before hitting PUBLISH on your brand new website. You will find it easier to design both your mobile and desktop versions side by side as you go.

Keep in mind these things as you are designing your mobile site.
1. Make sure fonts are large enough to read easily on smaller screens.
2. Ensure your mobile menu is easily clickable.
3. Remove any elements that aren't necessary to avoid a long scrolling website.

33. DOUBLE-CHECK YOUR DESIGN

Check, double-check and triple-check again. It's easy to miss things after looking at something for so long so to ensure that your website works seamlessly and everything is in place, make sure you also have someone else (besides yourself) double-check your design.

If you're using Wordpress, use the preview link to send your website URL to someone else and ask them to check it for you. Resize your browser window to see how the site looks for different website sizes or use a tool such as Screenfly.

34. CHECK SITE LINKS

Be sure to check all links on your pages to ensure that they are working correctly. You'll want to check:

1. Internal and external links
2. Button links
3. Navigation
4. Social media icons
5. Contact form
6. Galleries

35. TEST YOUR CONTACT FORM

Make sure you test your contact form to ensure everything is working correctly. It's wise to check your contact form regularly so you don't miss out on any leads.

36. OPTIMIZE YOUR IMAGES

It's recommended that you use JPEG for the majority of images unless you need to use a PNG for transparency or a GIF for an animated image.

Your website images should be optimized for web and should be as small as possible in file size without compromising on quality. Use tools such as bulkresizephotos.com and tinyjpg.com to resize your images.

37. LINK GOOGLE ANALYTICS AND SEARCH CONSOLE

Google Analytics and Google Search Console are two of the best free tools available for monitoring activity on your website.

Google Analytics will provide stats based around website traffic such as number of visitors, traffic referral sources, most popular pages and SO MUCH MORE.

Google Search Console tells you whether Google is having problems indexing your site and can also provide information as to what keywords your website is showing up for which is great for monitoring SEO.

31. ADD COOKIE NOTIFICATIONS

It's important that you comply to data protection regulations for your website therefore you should install a cookie notification on your website.

If you are using Wordpress, there is a free tool available for cookie notifications - CookieConsent by Osano. You'll need to add the code provided to the Custom Head HTML section of each page of your website including the blog and single post pages.

39. OPTIMIZE YOUR SITE FOR SEARCH

Before you launch your website, it's important to ensure it is properly optimized for search engines. The three most important things you can do for on-page SEO is to add SEO page titles, meta descriptions to each page and ALT text for your images.

40. ADD SHARE IMAGES TO EACH PAGE

When you share a link to your website on social media platforms such as Facebook, a default image will appear beside the link. You can control what image is shared by adding a share image to each page within Wordpress. This can be found below the SEO tools under SEO Settings.

41. ADD THE FACEBOOK PIXEL

Whether you are thinking about Facebook advertising or not, it's wise to add the Facebook pixel to your website so that Facebook can start collecting data from your website traffic. This is useful if you decide to do a lookalike audience or retargeting adverts in the future.

To do this, you'll need to add the code provided by Facebook to the Custom Head HTML section of each page that you want to track.

42. CREATE LAUNCH GRAPHICS FOR SOCIAL MEDIA

I recommend that you have social media graphics available for you to share when you launch your website. This is a good way to let people know that you have a new website so that they can share in the excitement and celebrate with you.

43. WRITE BLOG POSTS

If you are launching a blog from scratch then it's recommended that you have content already on your blog when you launch. I recommend writing at least three blog posts so that your website has a good starting point for your content going forwards.

If you already have a blog then you may wish to write a blog post talking about your new website and maybe giving a behind the scenes look into how it happened and your reasons why.

44. SET-UP AND CHECK EMAIL OPT-INS

Having an email list is a must-have for any online business. The best way to grow your email list is via an opt-in where you provide a freebie in exchange for their email address.

Check that your email sign-up works correctly by testing it as if you were a website visitor.

45. CREATE A WELCOME SEQUENCE

A welcome sequence is a great way to nurture your new email subscribers in the first few days/ weeks of them joining your email list.

Use your email platform of choice to create an automation that has this all running smoothly in the background for you. Again be sure to test this. Can you see a pattern here?
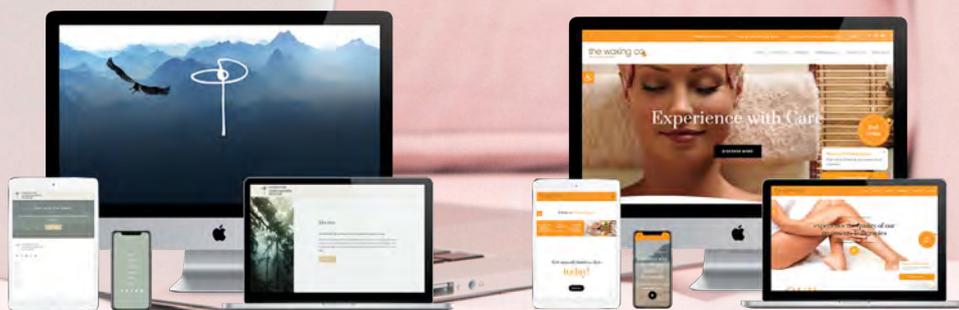
46. CHECK SOCIAL MEDIA LINKS AND BRANDING

If you have changed your business name and have a new URL then you'll want to ensure that this URL is updated on all social media platforms and email signatures.

If your branding has changed, then you will again want to ensure that this is consistent across all your marketing platforms.

yay! you've reached the end!
what's next?

I hope you found this DIY Your Website Checklist useful. Be sure to check out our range of services designed with online business owners, just like you, in mind.

PS:You're awesome! Keep up the great work!!

CHECK OUR PORTFOLIO