

Pixcelfy's Ultimate Website Starter Checklist

Your step-by-step guide to launch a stunning website with clarity & confidence.

Logo + Brand Colors + Date (2025)

Hi there, Future Website Owner!

At Pixcelfy, we believe websites should be a powerful reflection of YOU—your brand, your vision, your voice.

Use this checklist to confidently plan, build, and launch your dream website.

Let's get started!

— The Pixcelfy Team ✨

✉ contact@pixcelfy.com

The Website Starter Checklist:

1. Define Your Website Goals

- ☐ What is the main purpose of your website? (Portfolio, Service, Blog, eCommerce?)
- ☐ Who is your target audience?
- ☐ What action should visitors take? (Book a call, read a blog, buy a product?)

2. Branding Basics

- ☐ Do you have a logo?
- ☐ Do you have brand colors?
- ☐ Do you have a typography/font set?
- ☐ Do you have a professional bio or About You section?

3. Content Planning

- ☐ Homepage (intro, benefits, CTA)
- ☐ About page (your story, mission, vision)
- ☐ Services/products page (pricing, packages)
- ☐ Contact page (form, email, social links)
- ☐ Testimonials or case studies

4. Platform & Design

- ☐ Have you chosen a platform? (WordPress, Webflow, Framer, etc.)
- ☐ Will you DIY or hire a designer?
- ☐ Have you chosen a template or wireframe?
- ☐ Mobile responsive layout?

5. Website Essentials

- ☐ Custom domain name registered (ex: pixcelfy.com)
- ☐ Website hosting provider selected
- ☐ SSL certificate for site security
- ☐ Google Analytics connected
- ☐ Email capture or lead magnet setup

6. Before You Launch

- ☐ Double-check spelling & grammar
- ☐ Test all links & buttons
- ☐ Mobile responsiveness checked
- ☐ Set up basic SEO (title tags, descriptions)
- ☐ Create a favicon & site logo
- ☐ Add a custom 404 page


Bonus Tips

- ★ Use **Canva** to design graphics
- ★ Collect emails with a **freebie** (like this one!)
- ★ Use **Notion** to organize your launch plan
- ★ Start building in **Framer, Webflow, or WordPress**
- ★ Start small — one powerful page can do wonders

Need Help Launching?

At Pixcelfy, we offer full-service website design with a modern, creative edge.

 www.pixcelfy.com

 contact@pixcelfy.com

 *Let's bring your dream website to life!*