Strong online presence

A web presence checklist helps you ensure that all important aspects are taken into account when creating and publishing a website. Make sure you don't forget any important steps or tasks. There are many details to consider, from domain and web hosting to content development and SEO optimisation.

	CHECKLIST	TIPS, TRICKS AND TOOLS
	Domain registration Choose a suitable domain for the website of your new business and register it with a dependable domain registrar.	● Compare the prices, features and customer service of each registrar to find the one that best meets your needs. ● The following providers usually offer a simple and user-friendly platform for registering and managing domains: **nine.ch, hostpoint.ch, infomaniak.com**
	Choose a web host Choose a provider that will host your website securely and reliably.	● Here are some web hosting providers in Switzerland to consider: **hostpoint.ch, hoststar.ch, swisscom.ch**
	Website design Plan the design of your website. Make sure it's user-friendly, engaging and tailored to your target audience. And be sure to consider the requirements.	● Various tools and platforms can help you design your website, including **content management systems (CMS)**, **WordPress**, or graphic design tools such as: **Figma, Canva, Framer** ● These tools offer you many options for designing your website. The choice depends on your design knowledge, requirements and preferences.

Register a domain

Choose a web host

Design the website

Create the content

Search engine optimisation

Provide contact information

Integrate social media

Data protection and legal aspects

Responsive design

Set up website analytics

SSL certificate

Register with search engines

Integrate booking options

Integrate reservations

Include a shop

Social media marketing

Website maintenance

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Create the content

Create strong and appealing content for your website, including an engaging homepage, information about your company, product descriptions, blog posts, etc.

● Determine who you are writing for and what your aims are in reaching out to them. Take into account the needs, interests and knowledge of your target audience.

● Gather the relevant information about your topic. Consult trustworthy and credible sources to get the most accurate and current information.

● Plan a clear structure for your text. Use paragraphs, headings and subtitles to make your text clear and easy to understand.

SEO optimisation

Carry out essential search engine optimisation (SEO) to ensure that your site is well positioned in search engine results. Use relevant keywords, optimise your metadata and ensure fast loading times.

● There are various tools and resources to help you create and generate high-quality content. Here are some options: Keyword research tools such as **Google Keyword Planner**, a Google tool that helps you identify relevant keywords for your content. **SEMrush**: A comprehensive SEO platform with keyword research capabilities and competitive analyses.

Provide contact information

Make sure your contact details are easy to find, including a contact page with your phone number, email address and postal address if applicable.

● Create a dedicated «Contact» or «Contact Us» page on your site. It should contain all relevant contact information.

● Add a contact form to your contact page so that visitors can send you messages directly. The form should contain fields for the name, email address, subject and message.

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Social media integration

Integrate social media buttons on your site to make it easy for visitors to share your content across their social networks. Also create profiles on relevant social platforms.

● Add social media icons or buttons to your site that link to your social media profiles.

● It is best to put them in the header, footer or on the contact page to make them easily visible. Integrate social media sharing buttons into your blog posts or other content so that visitors can easily share your content on their own social media profiles. Popular social media sharing buttons include: **Facebook, Twitter, LinkedIn, Pinterest**

Data protection and legal aspects

Make sure your website complies with the data protection regulations and has legal information such as a data protection declaration, terms of use, and imprint.

● Inform visitors about whether your website uses cookies or other tracking technologies.

● Explain what types of cookies are used and why and mention whether third parties can access the collected data.

● Ensure that you obtain the consent of visitors for non-essential cookies such as analytics or advertising cookies.

● If you offer contact forms or a newsletter subscription on your website, make sure you obtain the consent of visitors before you collect and process their data.

● Indicate how the data will be used and give users the possibility to opt out from the newsletter.

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Responsive design

Make sure your website looks and functions properly on different devices and screen sizes. Test your sites on desktops, laptops, tablets and smartphones.

● To get you started, it is recommended to use a responsive framework or website builder with integrated features and templates.

● Optimise the images on your website to improve loading times. Use compressed images and ensure they are scalable for different screen sizes.

● Regularly check the responsive behaviour of your website on different devices and screen sizes to ensure it is consistent and user-friendly.

Set up website analytics

Use a web analysis tool such as Google Analytics to capture data about visitor traffic, user interaction and other important metrics. Use this information to continuously optimise your website.

● One popular option is **Google Analytics**. Log in to the analytics platform you chose and create an account. In some cases, you may need to generate a tracking code script to insert in your website.

● Integrate the tracking code: Insert the tracking code script on each page of your site, usually just before the closing **</head> tag**. This code enables the analytics platform to collect data about visits to the website.

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Ensure a secure connection by installing an SSL certificate that encrypts communication between your server and the visitors of your site. This boosts user confidence and increases security.

● Many hosting providers also offer SSL certificates, either as part of their hosting packages or as a separate option to compare and purchase SSL certificates from certification bodies such as **Bluehost**

● There are also SSL marketplaces for comparing and purchasing different SSL certificates from the certification bodies.

● Before you purchase an SSL certificate, check which certificate type and certification body meet your requirements.

Search engine registration

Register your site with major search engines such as Google, Bing and Yahoo to ensure proper indexing and display in the search results.

● Register with the **Google Search Console:** Google Search Console is a free tool from Google that helps website owners track and optimise their website in Google search results.

● There, you can verify ownership of your site by following the instructions for the Search Console.

Integrate booking options

A booking tool on your website comes with many advantages, especially if your company offers services that require appointments.

● A **booking tool** lets your customers make appointments or request services directly from your website. This makes it convenient and easy for them and for you to manage appointments.

● **MyCOCKPIT Free** is a free booking tool that conveniently offers all the functions you and your customers may need. At the same time, you save valuable time and increase customer retention.

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A reservations tool lets guests make online reservations conveniently and without having to call or send emails. This reduces the effort for both sides and makes scheduling easier.

● A **reservations tool** gives guests the flexibility of choosing their preferred appointment time and indicating specific requirements or preferences. This improves the customer experience and allows the restaurant to respond to individual needs.

● **MyLOCALINA Free,** a free restaurant reservations solution, gives you full control over reservations and guest data, which you can view or modify from anywhere.

Include a shop

By including a shop on your website, you offer customers continuous access to your products or services. This means you are no longer bound to the opening hours of a physical store and can sell your products online and reach customers from different regions.

● By **selling online,** you can increase your sales and access new revenue streams.

● With **MyCOMMERCE Free,** a free online solution, you can design your customisable online shop and easily integrate it into **WordPress, Weebly, Wix, MyWEBSITE, Facebook, Instagram** and other platforms.

Social media marketing

Create profiles on social media platforms and use them to promote your site, share content and connect with your target audience.

● Social media platforms have an enormous reach, with billions of users worldwide. Through targeted **social media marketing,** you can reach your target audience and present your brand, products and services to a wider audience. Advertising takes a lot of time, and it thus makes sense to hire a professional service.

● With **MyCAMPAIGNS,** you can advertise where your customers spend their time online, namely on **Google, Facebook, Instagram** and on Switzerland's leading news channels. Through the optimal display of ads, we ensure a maximum number of potential new customers.

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	CHECKLIST	TIPS, TRICKS AND TOOLS
	Website maintenance Schedule regular maintenance to keep your site current, install security patches, update the content and improve the site's functionality.	● **Website maintenance** can be time-consuming, and there are many tasks and aspects that require regular attention. For these reasons, it makes sense to work with a partner. ● For example with **MyWEBSITE**, the website pro with a fixed price that offers everything you need for a professional result. Let Switzerland's largest full-service provider create a website for you, with professional content at a fixed price. You focus on your core business and we'll take care of your online presence.