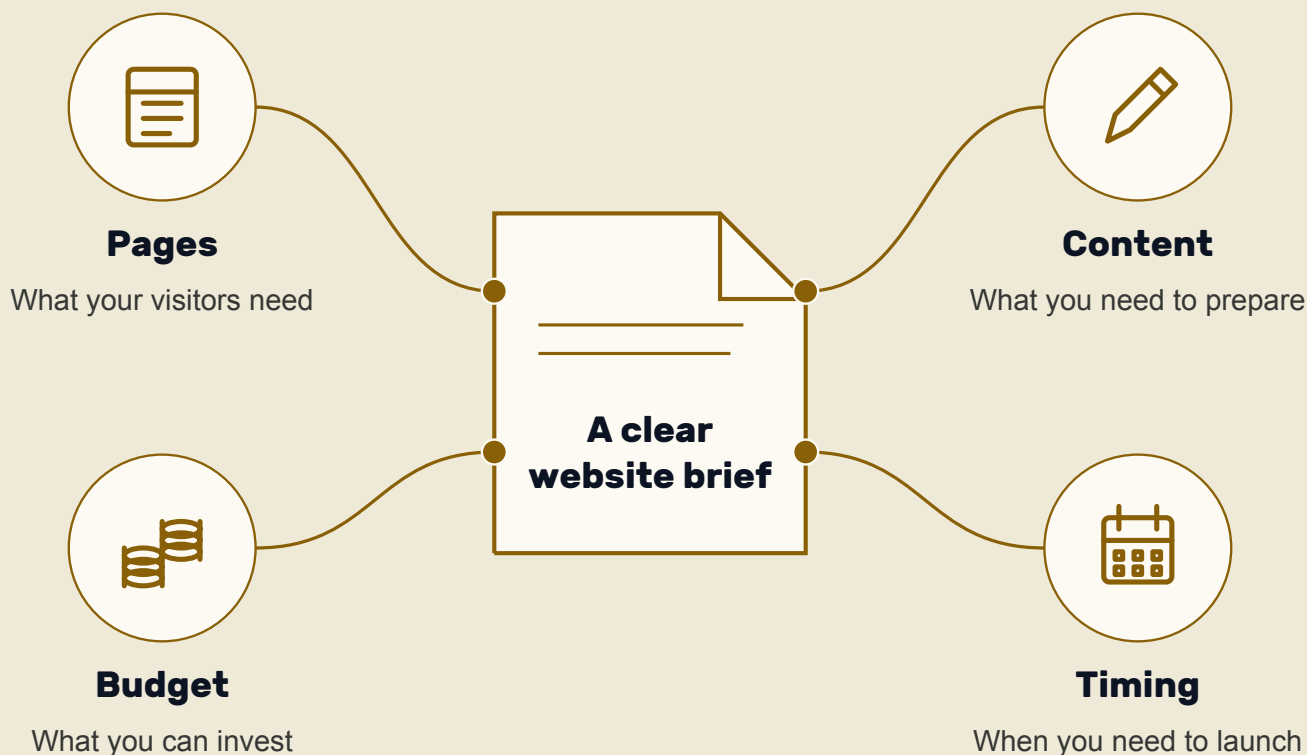




The Complete Small Business Website Planning Guide

Work through your pages, content, budget and timings before you start talking about design.

Map out the essentials



Get the important decisions on paper before design begins.



START HERE

A useful website starts with a useful plan.

Most expensive website problems begin before design: an unclear audience, unowned copy, a platform chosen too early, or a small feature that turns into a customer portal. A plan creates enough shared direction to make those choices deliberately.

Work through the steps in order. Record what you know, name an owner for each open question, and give every decision a due date. You do not need perfect answers to begin.



01 / Decide

Agree on the business goal, audience, offer and required functions.



02 / Prepare

Plan pages, content, visuals, search and the technical foundations.



03 / Deliver

Set the budget, schedule, partner, launch plan and care routine.

YOUR ROUTE THROUGH THE GUIDE

01 Business purpose	03	11 Accessibility and speed	13
02 Priority audience	04	12 Measurement and privacy	14
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HOW TO USE THE EXAMPLES

Examples are illustrative. Adapt the page list, measures and schedule to your business. Print the worksheets on pages 20-22 or annotate them in your PDF app.

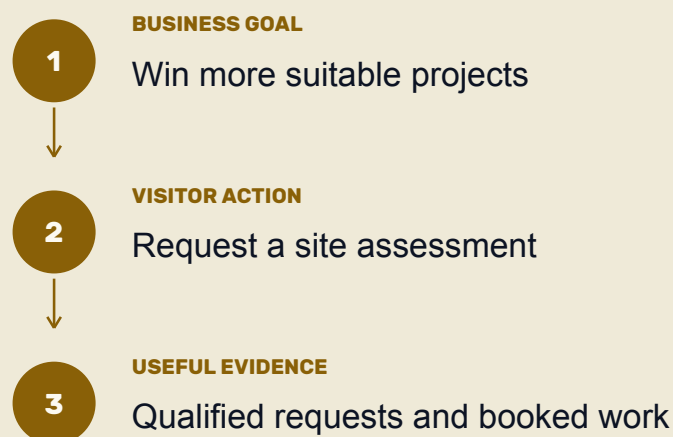


Begin with the business

Choose one primary result the website should help produce.

A page count describes size. A business goal explains why the project exists. Your site might generate qualified leads, improve bookings, support recruitment, sell products, help referrals trust you, or reduce repetitive sales questions. Choose one primary purpose and rank the supporting goals.

FROM INTENTION TO EVIDENCE



Make the goal observable

Use a sentence such as: "Help property managers in our service area request a maintenance assessment, then judge success by how many requests become suitable sales conversations." Choose a review date. If there is no reliable baseline, measure first rather than promising an arbitrary increase.

Capture the starting point

- Record traffic, successful inquiries, bookings or sales, and lead quality by source.
- Save top landing pages, valuable search queries, important URLs and backlinks.
- Note current speed, common customer questions and the time your team spends on manual work.

DECISION TO RECORD

Our primary goal is _____. We will review _____ every _____. The person responsible is _____.



Define the audience precisely

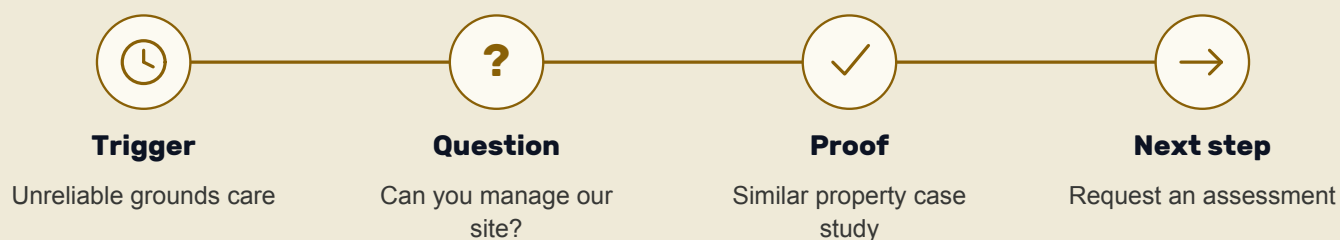
Describe the buying situation and the decisions a real customer needs to make.

Start with the customers you are best equipped to serve. Industry, location, project size, urgency, budget and buying process may all matter. Prioritize the differences that would change the website. A decorative persona with a fictional hobby will not help you decide what to put on a page.

Find evidence in customer language

- Interview recent customers: what triggered the search, what nearly stopped them, why they chose you, and what changed afterward?
- Review sales calls, inquiry forms, support messages, testimonials, search data and competitor reviews.
- Capture exact phrases and recurring objections. Identify who uses the service, who approves it and who pays.

EXAMPLE / A PROPERTY MANAGER'S DECISION



Map the route from the customer's situation to a sensible next action.

Write a useful audience brief

For each priority audience, record the desired outcome, alternatives they compare, biggest risk, evidence they trust and information they need before contacting you. Separate urgent buyers from people researching for later; they may need different calls to action.

DECISION TO RECORD

Our priority visitor is _____. They arrive because _____. Their biggest uncertainty is _____. We can reduce it with _____.



Make the offer easy to understand

Your positioning should explain a difference the business can demonstrate.

For every core service or product, define who it is for, the problem it solves, what is included, what is excluded, how it is delivered, how long it takes and what affects price. State the result you can honestly promise and the limits of that promise.

THE MESSAGE NEEDS THREE PARTS



A clear fit

Who you help and the situation you are equipped to handle.



A clear approach

What you do differently in the process, service or delivery.



Credible proof

Specific evidence that supports the difference you claim.

Find differences with substance

Quality, integrity and personal service are useful values, but many competitors claim them. Look for something operational: deep experience with a narrow need, predictable delivery, transparent pricing, a useful guarantee, a documented process or communication that removes a common frustration.

Match each claim with proof

Claim to clarify	Evidence to gather
"We communicate clearly"	A sample report, named contact and agreed update schedule.
"We know your sector"	A relevant project with the challenge, approach and outcome.
"Our process reduces delays"	Documented steps and measured results with context.

Ask permission to use customer names, photos and testimonials. Keep the source and context for figures. Do not invent customer quotes, project outcomes, awards or guarantees.

DRAFT YOUR POSITIONING

We help [specific customer] achieve [useful outcome] through [distinct approach]. The evidence is [specific proof].

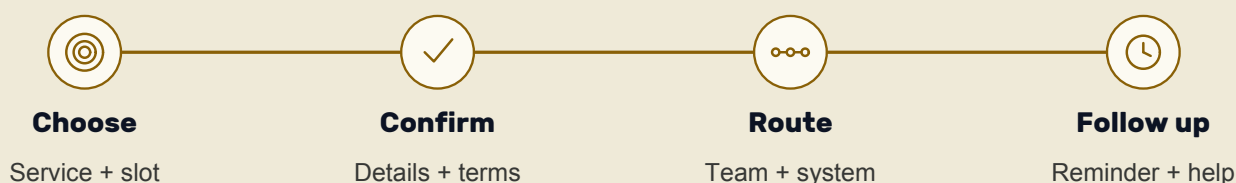


Decide what the website must do

Describe the complete workflow before selecting software.

List the functions the business needs: forms, scheduling, ecommerce, deposits, subscriptions, customer accounts, events, listings, search, downloads, email sign-ups, multilingual content or integrations. A feature name is only the starting point.

EXAMPLE / BOOKING A CONSULTATION



Also define: unavailable slots, failed payment, duplicate bookings, cancellations, accessibility, spam and the fallback when an integration fails.

Give every requirement an owner

Record who uses it, what information they provide, which system receives it, who responds and how success will be tested. Confirm vendor fees, data access, limits and the effect on staff time. If a form sends an email, test actual delivery to the right inbox.

Priority	Definition	Example
Launch	Required for the core service to work.	Accessible inquiry form with reliable delivery.
Next	Useful once the core site is stable.	Automated follow-up sequence.
Later	Possible value; needs more evidence.	Custom portal or quote calculator.

ACCEPTANCE TEST

Write: "A visitor can _____; the team receives _____; if it fails, _____." A launch requirement needs an observable pass condition.

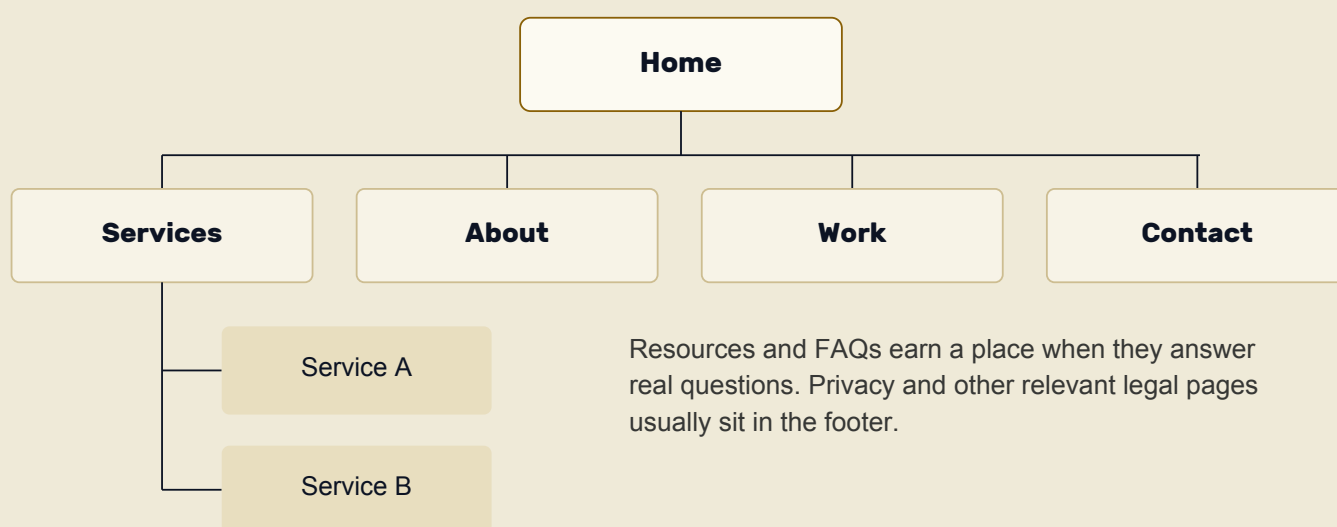


Give every page a clear job

Build the sitemap around customer questions and meaningful differences.

A sitemap is the page list and hierarchy. A focused company may need only a few pages; distinct services, audiences or locations may deserve their own. Write a one-sentence purpose and a primary next action for every page. Combine duplicates and split unrelated purposes.

EXAMPLE / A SERVICE BUSINESS SITEMAP



Illustrative structure. Useful URLs can be landing pages without being top-level navigation items.

Map the visitor journey

Visitors may arrive directly on a service page, article or case study. For each audience, connect arrival, key question, proof, action and follow-up. Do not require everyone to visit the homepage before they can understand the offer.

Make individual pages earn their place

Use separate service pages when the questions, proof or search intent differ. Avoid thin pages that merely swap a keyword or city name. Plan internal links between services, relevant work and contact so the next step is easy to find.

DECISION TO RECORD

For each planned page: who is it for, what should it explain, what proof is needed and what should the visitor do next?



Plan the content before design

Detailed layouts work best when they respond to a real message.

Create a brief for every page: audience, purpose, main question, core message, supporting points, proof, search intent where relevant, call to action, internal links and required assets. Assign the writer, subject expert, approver and due date.

LOGO

The outcome you want
Explain the service, who it helps and what makes the approach useful.
REQUEST A QUOTE

Relevant proof

1

2

3

Questions, details and next step

A page that helps a decision

- Lead with the customer's need and a clear outcome.
- Explain fit, scope, process, timing and price or quoting logic.
- Place useful evidence near the claim it supports.
- Choose one primary action, then offer helpful supporting routes.
- Explain what happens after a click or submission.

Illustrative service page. Content determines the order and amount of detail.

Give writers substance

Collect proposals, customer interviews, sales materials, policies, process notes, pricing logic, team credentials and project outcomes. Write direct headings and short paragraphs. Use the space needed to answer the important questions; do not write to an arbitrary word count.

USE AI WITH HUMAN REVIEW

AI can help organize source material and produce drafts. Verify facts, claims, rights and tone; protect confidential customer information. A responsible person must approve the final copy. Never manufacture evidence. [1]



Prepare a useful visual system

Choose assets that explain the business and help visitors trust it.

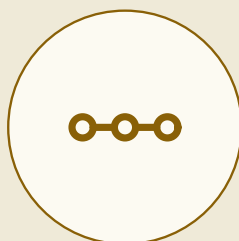
Before design, gather logo files and variations, color values, typefaces and licenses, voice principles, photography direction and approved examples. If the name, positioning or identity is changing, resolve those decisions before building around an outdated brand.

A SHOT LIST WITH A PURPOSE



People

Show the people a customer will work with.



Process

Show how the work happens in practice.



Outcomes

Show finished work and useful detail.

Plan production early

- Book people, locations and permissions. Allow time for releases, editing and weather.
- Capture wide and tall compositions with room for cropping; include details that demonstrate quality.
- Record image ownership, license terms, credits and where each asset will be used.
- Prepare appropriate image sizes and formats. Keep large decorative media from slowing important pages.

Use honest imagery

Real staff, premises and work provide evidence. Stock or generated illustrations can explain an idea, but should not imply a fabricated customer, team member, project or result. Add meaningful alternative text where an image conveys information; mark purely decorative images appropriately.

DECISION TO RECORD

For each asset: page, purpose, owner, source or license, required format, due date and approval. Schedule photography before the content deadline.



Build search into the structure

Make each important page a useful answer to a real search.

Research how customers describe your services, problems and locations. Consider intent as well as search volume: a specific phrase used by a ready buyer may matter more than a broad term. Map a distinct primary intent to each search-focused page. [1]

Customer question	Useful page	Relevant next step
"Who maintains commercial grounds?"	Commercial maintenance service	Request an assessment
"Can they handle a site like ours?"	A comparable case study	Discuss a similar project
"What affects the price?"	Pricing or quoting explainer	Share project details

Plan the foundation

Use a descriptive title and main heading, original explanations, relevant proof and internal links. Add image alternatives where needed. Use structured data only when it accurately describes eligible page content; it does not guarantee an enhanced search appearance. Keep your Google Business Profile accurate. [1]

Protect useful search value in a redesign

Inventory existing URLs, traffic and backlinks. Preserve useful addresses where possible. Map changed URLs to the closest relevant new page with a permanent redirect; do not send every old page to the homepage. Update internal links and the sitemap, test redirects, then monitor indexing and errors. [2]

SEARCH AND AI DISCOVERY

Google says established SEO practices still apply to its AI features. There is no special AI schema or machine-readable file required. Publish clear, original expertise and keep business facts current. Use available Search Console reports to assess visibility; no provider can promise inclusion or rankings. [3]

Use AI to assist research and drafts, with editorial checks. Publishing many pages without adding value can violate Google's spam policies. Useful local pages need real local substance, not a city-name swap. [1]

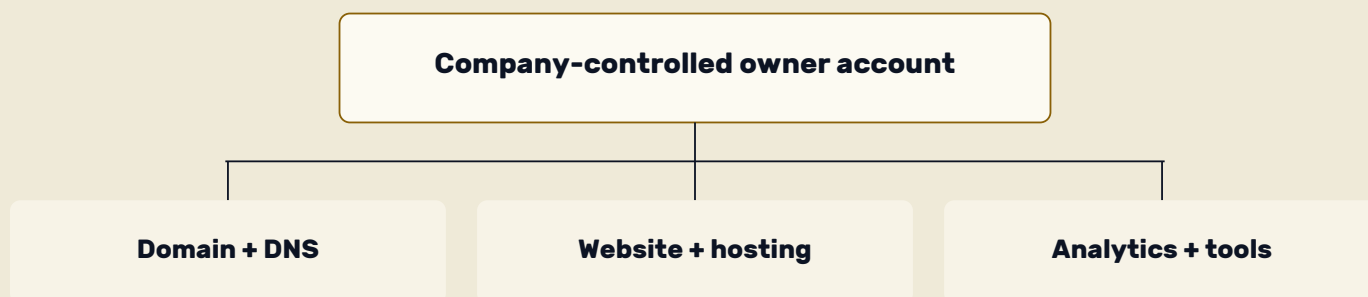


Protect the domain and accounts

The business needs lasting control of the address, access and renewals.

Choose a domain that is easy to say, type and remember. Check for confusingly similar businesses, previous use, relevant social handles and obvious misspellings. Where trademark risk matters, ask a qualified professional before committing.

OWNERSHIP SHOULD FLOW FROM THE BUSINESS



Invite your partner with an appropriate role. Keep the business's owner access documented.

Create an access register

Account or asset	Record these details
Domain, DNS and email	Registrar, renewal, recovery route and DNS change owner.
Platform, hosting and backups	Business owner, partner role, billing and restoration process.
Analytics and integrations	Property or account ID, permissions and data export route.
Design, media and code	Location, rights, source files and handover responsibilities.

Enable multifactor authentication where available, use individual accounts and store credentials securely. Keep renewal payment details current and document a recovery route that remains usable if the domain or email service fails. Avoid putting passwords in the project brief.

DECISION TO RECORD

Name the business account owner and recovery contact. Confirm what the business owns, what is licensed, and what can be exported if the partner or platform changes.



Choose a platform that fits

Compare requirements, editing needs, ownership and total running cost.

Start with the agreed workflows and content model. Ask the person who will maintain the site to try a real editing task. A demonstration of adding a service, changing an image and fixing an error is more useful than a long feature list.

Approach	Potential fit	Responsibility to clarify
Hosted builder	Managed editing and common business features.	Export limits, integrations, plan limits and recurring charges.
Open-source CMS	Flexible content and a broad ecosystem.	Hosting, updates, plugin quality, backups and security ownership.
Custom application	Distinct workflows that justify development.	Ongoing engineering, documentation, support and data portability.

Test the requirements that could break the project

- Confirm essential integrations, user roles, permissions, search, languages and payment needs.
- Ask how staging, backups, restoration, updates and support work in practice.
- Check accessibility, responsive layouts, speed and the ability to export content and customer data.
- Model recurring costs: hosting, seats, transaction fees, storage, traffic, licenses and support.

Hosting decisions also affect reliability, data location, support and recovery time. Ask what happens during an outage, what is included in the service and which responsibilities remain with the business.

DECISION TO RECORD

Choose the option that passes every launch requirement and fits the team's maintenance capacity. Record the reason, ongoing costs and exit limitations before signing.



Make it usable for more people

Treat accessibility and performance as design and acceptance requirements.

Set a clear accessibility target with your provider; WCAG 2.2 Level AA is a useful technical planning target. Applicable legal obligations vary, so get qualified advice where needed. An automated score or overlay does not establish conformance. Include human evaluation. [4]

PLAN, BUILD AND TEST THESE BASICS

- Logical headings and meaningful links.
- Keyboard navigation and visible focus.
- Readable contrast and text resizing.
- Image alternatives; captions for video.
- Form labels and useful error messages.
- Responsive reflow and usable controls.
- Reduced motion where appropriate.
- Manual checks with assistive technology.

Agree on performance expectations

Test important pages on mobile devices and realistic connections. Compress and size images, limit unnecessary scripts and embeds, and avoid autoplay media that delays the main task. Use lab tests during development and real-user data when sufficient data is available. [5]

CORE WEB VITALS / GOOGLE'S "GOOD" THRESHOLDS [5]

LCP

2.5 s or less

Main content loads

INP

200 ms or less

Interactions respond

CLS

0.1 or less

Layout stays stable

Evaluate these thresholds at the 75th percentile of page visits, separately for mobile and desktop. Field data may be unavailable for a new or low-traffic site.

ACCEPTANCE EVIDENCE

Ask for an issue log showing what was tested, on which pages and devices, what failed and what was fixed. Use automated checks plus keyboard, zoom, form and assistive-technology checks. [4]

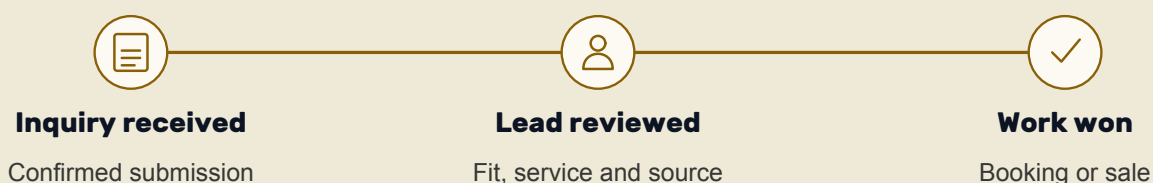


Measure what informs a decision

Track meaningful outcomes and understand where customer data goes.

Begin with a business question, then define the event or measure needed to answer it. A button click is not proof that a form was received. Track successful submission or booking and connect it to qualified leads or sales where feasible.

EXAMPLE / FROM WEBSITE ACTION TO BUSINESS VALUE



Create a small measurement plan

Question	Measure	Owner / decision
Which service attracts suitable work?	Confirmed inquiries by service plus lead quality.	Sales owner / refine pages and promotion.
Where do visitors get stuck?	Form failures and completion patterns.	Website owner / fix the difficult step.
Does the site save staff time?	Repeated questions and manual handling time.	Operations owner / improve explanations.

Map the data and privacy requirements

Inventory forms, analytics, advertising tools, cookies, embedded media, email software and other integrations. Record what data each collects, why it is needed, where it goes, who can access it and how long it is kept. Collect only what the workflow needs.

Have the relevant privacy requirements reviewed for the business and jurisdictions served. Define any required notices, consent behavior, retention and deletion process. Test applicable choices, including refusal and withdrawal. Keep sensitive form text out of analytics events.

DECISION TO RECORD

For each measure: event definition, source, owner, review frequency and action it informs. Treat missing or incomplete analytics data as a limitation, not as zero activity.



Budget for the complete job

Page count alone will not tell you what a website should cost.

The cost depends on research, content, assets, design, development, integrations, migration, testing and support. Compare quotes against the same scope and acceptance requirements. Include internal time as well as supplier fees.

BUILD YOUR BUDGET / ADD YOUR OWN ESTIMATES

Budget line	Include	Estimate
Strategy + management	Discovery, brief, sitemap and coordination.	_____
Content + brand + assets	Copy, photography, identity work, entry.	_____
Design + build	Templates, mobile layouts, integrations.	_____
Migration + quality	Redirects, data, accessibility and testing.	_____
Launch + handover	Training, documentation and support.	_____
Review + policies	Relevant professional or legal review.	_____
Contingency	An agreed reserve for discovered scope.	_____
Annual running cost	Domain, hosting, software and care.	_____

Prioritize the parts that make the site work

Protect clarity, useful content, accessibility and reliable customer journeys. Phase speculative features if they put the core site at risk. Expand after real use shows what matters.

A USEFUL COMPARISON

First-year total = one-time project costs + first-year recurring charges + internal production time + contingency.
Keep optional future work separate so quotes remain comparable.

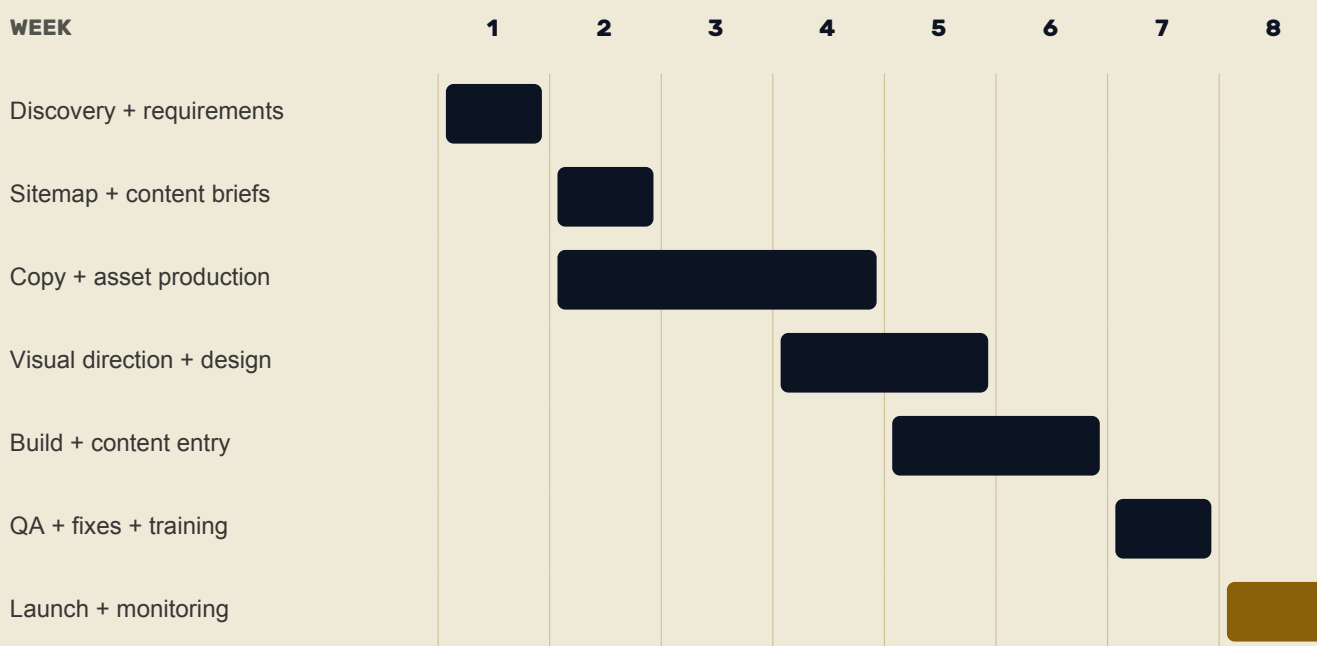


Schedule decisions and dependencies

Use milestones that reflect what must be ready for the next phase.

Website projects can take weeks to months depending on scope, content and approvals. The example below is a planning illustration, not a promised duration. Confirm dates only after the team has reviewed the requirements and capacity.

ILLUSTRATIVE EIGHT-WEEK PLAN



Content production overlaps other work, but approved copy and assets are needed before detailed layouts and final testing can finish.

Put the approval gates in the calendar

- Brief agreed: goal, audience, scope and final decision-maker.
- Content ready: source interviews complete, copy approved and key assets available.
- Build accepted: real content and core workflows tested.
- Launch approved: access, redirects, recovery plan and support cover confirmed.

Give every deliverable an owner, due date and response window. Consolidate feedback through one decision-maker. Leave explicit time for revisions, content entry, testing and fixes. Schedule photography and subject-expert interviews before calendars fill.

DECISION TO RECORD

Our target date is _____. It depends on _____. The final approver is _____. If scope changes, we will agree the effect on cost and timing before proceeding.



Choose a partner for the whole job

Look beyond appearance to the process, evidence and responsibilities.

Review how a provider makes decisions and manages delivery. Ask why the proposed scope fits your goals, who does the work and how the finished site will be tested. Request evidence beyond a portfolio.

USE THE SAME QUESTIONS WITH EVERY PROVIDER

Area	Ask for concrete evidence
Strategy	How will you learn about our customers and turn goals into scope?
Content	Who writes, checks, enters and approves copy and assets?
Quality	How do you test mobile layouts, accessibility and real workflows?
Search + migration	What research, technical setup and redirect work are included?
Ownership	Which accounts, source files, data and code will we control?
Commercial terms	What is excluded? How are revisions and scope changes priced?
Handover + care	What training, documentation, support and recurring fees apply?

Compare evidence consistently

For each area, mark whether the answer is unclear, partly supported or clearly demonstrated. Treat a failed essential requirement as a blocker even if the overall presentation is strong. Ask who actually performs each discipline and how feedback is handled.

Review relevant work and, when possible, speak to a past client about communication, change handling and post-launch support. Be cautious about guaranteed rankings, instant results or a process that begins design before learning the business.

BEFORE YOU COMMIT

Agree deliverables, exclusions, milestones, payment terms, ownership and licenses, acceptance checks, launch support and ongoing responsibilities in writing.

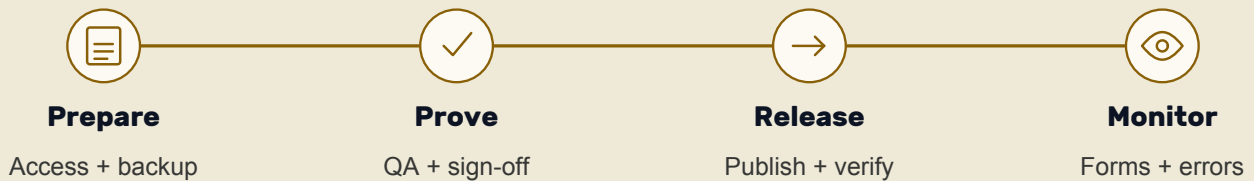


Prepare before launch week

Rehearse the customer journey and make recovery possible.

Choose a launch window when the right people can monitor and respond. Avoid a critical trading period unless there is a clear operational reason. Name who can approve the release, stop it and restore the previous version.

A CONTROLLED LAUNCH SEQUENCE



BEFORE RELEASE

- ☐ Confirm domain, DNS, hosting and platform access; protect existing email records.
- ☐ Take a usable backup and document the rollback or recovery process.
- ☐ Approve content, legal pages, images, links and social-sharing previews.
- ☐ Test forms, recipients, spam handling, booking and payment workflows.
- ☐ Check keyboard access, mobile layouts, browsers and page speed.

AT RELEASE + AFTER

- ☐ Confirm HTTPS works and the intended domain loads correctly.
- ☐ Remove unintended launch-blocking noindex rules; check robots directives.
- ☐ Verify redirects, internal links, sitemap and Search Console setup. [2]
- ☐ Test the live submission or purchase from start to finish, including delivery.
- ☐ Check analytics and applicable consent behavior; monitor failures and 404s.

GO / NO-GO RULE

Launch only when critical journeys pass, access is confirmed and a responsible person can respond. Agree which failures trigger rollback, who acts and how new submissions or orders will be preserved.

Record outstanding noncritical issues with an owner and due date. Publish when the site is ready, then verify the live environment; a staging pass alone is not a live-site pass.

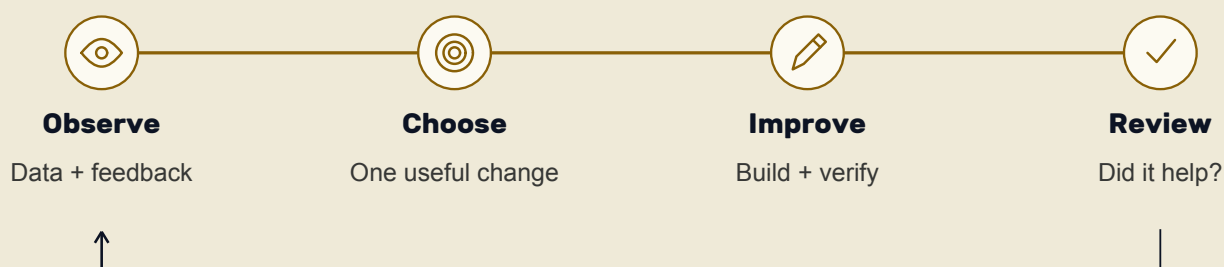


Plan for the website after launch

Give ongoing maintenance and improvement a named owner.

The launch is a handover into everyday use. Document who updates software, restores backups, renews accounts, tests forms, fixes issues and keeps content accurate. Define how urgent failures are reported and when support is available.

A SIMPLE IMPROVEMENT CYCLE



Rhythm	Typical responsibilities
Ongoing / urgent	Respond to outages and form failures. Apply critical security fixes promptly under the agreed process.
Monthly	Test important forms and bookings; check backups, errors, lead quality and content accuracy.
Quarterly	Review search and audience questions, refresh proof, assess accessibility and choose priority improvements.
Annually	Review goals, platform fit, account access, licenses, renewals, policies and the overall content inventory.

Review outcomes, then make changes

Use the baseline and measurement plan. Look at qualified inquiries, bookings, sales and recurring friction alongside traffic. Allow for seasonality, promotions and incomplete data. Do not treat a single metric movement as proof that one design change caused it.

DECISION TO RECORD

Our website owner is _____. Support is provided by _____. Our review rhythm is _____. The budget and time reserved for care are _____.



Your one-page project brief

Complete this page before requesting comparable proposals.

BUSINESS / PROJECT NAME

PRIMARY GOAL / MEASURE / REVIEW DATE

PRIORITY AUDIENCE / BUYING SITUATION / KEY OBJECTION

CORE OFFER / DIFFERENCE / PROOF

REQUIRED AT LAUNCH

NEXT PHASE / OUT OF SCOPE

BUDGET / ANNUAL RUNNING ALLOWANCE

TARGET DATE / KEY DEPENDENCIES

FINAL APPROVER / CONTENT OWNER / CARE OWNER

Open decisions: record each question, owner and due date in your project tracker. Keep passwords and sensitive customer information out of this brief.



A brief for each important page

Copy this template for every priority service, landing page or key information page.

PAGE NAME / PROPOSED URL

AUDIENCE / MAIN QUESTION / SEARCH INTENT IF RELEVANT

PAGE PURPOSE / PRIMARY NEXT ACTION

CORE MESSAGE / KEY POINTS / OBJECTIONS TO ANSWER

PROOF / SOURCE MATERIAL / IMAGES / PERMISSIONS

INTERNAL LINKS / WHAT HAPPENS AFTER THE ACTION

OWNERSHIP + READINESS

Writer / due date	Approver / due date	Status
		Brief / draft / review / ready

Ready means the copy is approved, evidence is checked, assets are available and the next step works. A draft in a shared folder is not an approved handover.



CHECKLIST

Ready to begin design?

Use this as a planning gate. Unfinished items need an owner and a due date.

DIRECTION

- ☐ One primary business goal, a baseline and success measure.
- ☐ Priority audiences and evidence of their questions and objections.
- ☐ Clear offers, meaningful differences and credible proof.
- ☐ Launch functions separated from later possibilities.

PAGES + CONTENT

- ☐ Draft sitemap with a purpose and next action for every page.
- ☐ Content briefs, source material, owners and approval dates.
- ☐ Brand assets, visual direction, rights and photography plan.
- ☐ Search intent mapped; existing URLs and useful search value inventoried.

FOUNDATIONS

- ☐ Company control of domain, platform and connected accounts.
- ☐ Platform selected against requirements and maintenance capacity.
- ☐ Accessibility target, performance expectations and test plan.
- ☐ Measurement plan and a reviewed data and privacy approach.

DELIVERY + CARE

- ☐ Budget covering the build, internal time, recurring costs and contingency.
- ☐ Milestones, dependencies and a final decision-maker.
- ☐ Partner scope, ownership, change process and acceptance checks agreed.
- ☐ Launch, redirects, backups and recovery procedures assigned.
- ☐ Named care owner, support route and ongoing review rhythm.

THE TEST

Can everyone explain what the website must achieve, what is included, who supplies the content and what "ready to launch" means? Resolve material gaps before detailed design.



NEXT STEPS

Common planning questions

Make the decisions clear enough that a partner can propose a useful scope.

How many pages do we need?

Enough to explain the business and serve distinct customer needs. A focused business may need five strong pages; several offers or audiences may require more. Purpose matters more than count.

Should copy or design come first?

Develop the sitemap and content direction together. Have substantive copy and the key assets ready before detailed page design so the layout supports the actual message.

What should we give a website partner?

Share goals, audience evidence, offer details, proof, brand assets, required workflows, existing analytics, content owners, budget, timing and the approval process.

Which platform is best?

The one that meets the editing, integration, ownership, performance, support and maintenance requirements. Choose after defining the work the site must do.

When should SEO be included?

From the beginning. Search intent influences page purpose, structure, copy, internal links and migration. Adding keywords at the end cannot fix an unhelpful structure.

Can AI write the whole website?

AI can help develop drafts from accurate source material. A responsible person still needs to verify claims, protect sensitive information, add real expertise and approve the content. [1]

Turn the plan into a clear scope.

Complete the brief on page 20, mark open decisions and gather the key source material. Then use the same brief to compare proposals and agree the first phase.

Planning a new website? Start a conversation with Utu Nanna Studio about the goals, content and scope your business needs.



REFERENCE

Sources and useful terms

Official guidance for the technical updates in this edition.

[1] Google Search Central / helpful content and AI content

Plan useful original pages; review AI drafts and avoid scaled content without added value.

[SEO Starter Guide](#) | [Generative AI content guidance](#)

[2] Google Search Central / site moves with URL changes

Inventory URLs, map appropriate redirects and monitor the migration.

[Site moves with URL changes](#)

[3] Google Search Central / AI features and your website

Established SEO practices remain relevant; no special AI markup or files are required.

[AI features and your website](#)

[4] W3C / accessibility standards and evaluation

WCAG 2.2 provides testable criteria. Evaluation includes manual review; tools alone cannot establish conformance.

[WCAG 2.2](#) | [Evaluating web accessibility](#)

[5] web.dev / Core Web Vitals

Metrics and good thresholds for loading, responsiveness and visual stability.

[Web Vitals](#)

QUICK GLOSSARY

CMS / System for managing website content.

DNS / Records that connect a domain to services.

QA / Quality assurance: checking the site works.

Staging / A test copy of the site before release.

CTA / Call to action: the next step you ask for.

CRM / System for managing customer relationships.

Redirect / Sends an old URL to a new destination.

WCAG / Web Content Accessibility Guidelines.

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