

The Founder's Website and Growth Systems Checklist

A practical worksheet for seeing what is working, what is loose, and what needs an owner before your next growth push.

USE THIS BEFORE A LAUNCH, REBUILD, GROWTH PUSH, OR HANDOFF

You do not need to know every technical detail. You need to know whether the important pieces are covered, who owns them, and what should be cleaned up first.

BUSINESS NAME

DATE

CURRENT WEBSITE OR MAIN CHANNEL

TOP CONCERN RIGHT NOW

The digital side, handled. One relationship, one invoice, one system.

You own your brand, your data, and your accounts. Always.

Start by making the work visible.

Mark each item as green, yellow, or red. The point is not to fix everything today. The point is to see where the pressure is coming from and

● Green

Handled and documented.

● Yellow

Exists, but needs cleanup.

● Red

Missing, unclear, or risky.

At the end, choose three items that would make the business feel lighter if someone else owned them for the next 90 days.

Use this when...

Your site is live, but no one is sure what is working.

You are planning a launch, rebuild, or first serious online setup.

You are tired of managing loose vendors and disconnected tools.

Do not worry about...

Perfect scores. A useful checklist shows the real shape of the work.

Technical language. Plain notes are enough.

Fixing every item at once. Start with what customers feel first.

EXTRA NOTES BEFORE YOU START

Website foundation

Your site does not need to be loud to work. It needs to answer the right questions, feel credible, and make the next step easy.

CHECKLIST ITEM	G	Y	R
The homepage explains what you do in plain language.			
The next step is obvious on mobile.			
Your services, products, or offers are clearly described.			
Pricing, starting price, or request-a-quote expectations are not hidden.			
Your contact path works and sends to an inbox someone checks.			
The site loads quickly enough for an impatient visitor.			
Your brand feels current, credible, and like your actual business.			
The site has clear ownership: domain, content, hosting, and access.			

Plain check: if a careful visitor had 60 seconds, would they understand what you offer, trust that you are real, and know what to do next?

NOTES / ACTION NEEDED

Search and analytics

Search and measurement help your site get found and help you decide what to improve next.

CHECKLIST ITEM	G	Y	R
Page titles and descriptions are written for real search terms.			
Services or offers use the language customers actually search.			
Important pages can be indexed by search engines.			
Google Search Console or an equivalent search tool is connected.			
Google Analytics or an equivalent analytics tool is installed.			
Key actions are tracked: CTA clicks, form starts, form submits, email clicks, and booking clicks.			
You review the numbers at least monthly.			
Analytics leads to decisions, not just reports.			

Data is only useful if it changes what you do next. A monthly review is enough to start.

NOTES / ACTION NEEDED

Lead capture and follow-up

Lead capture is not only the form. It is the path from interest to confirmation, follow-up, and a real human reply.

CHECKLIST ITEM	G	Y	R
There is a simple email signup path.			
The signup offer is clear and useful.			
New subscribers get a confirmation or welcome email.			
Lead magnet delivery works without manual sending.			
Contact form submissions receive an immediate confirmation.			
Internal notifications go to the right inbox.			
Replies route to a real person, not an unattended address.			
Unsubscribe and consent language are handled properly.			

If someone asks for something, fills out a form, or buys from you, the next message should not depend on memory.

NOTES / ACTION NEEDED

Payments and ownership

Ownership keeps your business from being trapped inside someone else's setup.

CHECKLIST ITEM	G	Y	R
Shopify, Stripe, or payment tools are under your business account.			
Checkout, payment links, deposits, or booking payments have been tested.			
Order, inquiry, or receipt emails are clear.			
Refund, cancellation, or support paths are documented.			
Your domain is registered under your business.			
Your analytics, email list, payment account, ad accounts, and customer data are yours.			
Any vendor access is documented.			
You know what happens if a platform, freelancer, or partner relationship ends.			

The clearest ownership test: if the relationship ended tomorrow, would your business still have the accounts, data, content, and customer relationships it needs?

NOTES / ACTION NEEDED

Choose the first useful fix.

If the checklist brought up a lot, start where the work will create the most relief. The first fix should make the business easier to run, not just prettier to look at.

PRIORITY ITEM	NEXT ACTION	OWNER	DATE

ONE THING TO STOP CARRYING ALONE

ONE ACCOUNT OR SYSTEM TO CONFIRM OWNERSHIP FOR

ONE QUESTION TO ASK BEFORE HIRING HELP

Want a second set of eyes on the list?

Send a little context through the Growing Pace intake. We will tell you what looks useful, what can wait, and where we can help.

[Start your intake](#)
growingpace.com/contact