

CHECKLIST: A NEW WEBSITE FOR YOUR SME

From goal and quote to the first 90 days, with the source for every legal rule

BY BERT ONCKELINX, MANAGING PARTNER • UPDATED 27 SEPTEMBER 2026

Use this list in every conversation with a builder. Where a rule comes from the law or from Google, the source is included, checked on 27 September 2026; the other points are our advice.

1. PREPARE

- ☐ **One main goal** chosen (quote requests, appointments, phone calls or sales), with at most two secondary goals.
- ☐ **Languages** decided: if you also sell in Brussels or Wallonia, you get a full French version with its own URLs.
- ☐ **Customer questions** collected from phone calls, emails, quote meetings, Google and ChatGPT, with one page per service and per important question.
- ☐ **Pages of your current site** with traffic, links and enquiries mapped out.
- ☐ **Budget over three years:** build, hosting, maintenance, licences and changes.
- ☐ **Subsidies checked before you sign:** FIT at least seven days before the start ^[1], the Brussels digitalisation grant the day before at the latest ^[2].
- ☐ **Roles assigned:** who approves the copy, and who supplies photos, logo and references?

2. COMPARE QUOTES

Comparison table for two quotes (fill in yourself)

QUESTION	QUOTE A	QUOTE B
How many pages, in which languages, and who writes the copy?		
How many feedback rounds?		
Whose name are the domain, hosting, code and Google accounts in?		
What does year two cost (hosting, licences, maintenance)?		
How does the traffic from your old site move over (redirects)?		
How fast is the site on a phone, and how is that measured?		
Are the legal notices, privacy statement and cookie banner included?		
How do you change something yourself, and what does a change through them cost?		

- ☐ **Domain name** in your company's name, with its own email address. A .be domain is tied to the holder, not to the registrar, and the transfer code goes to the holder ^[3]. You can check who your registrar is with DNS Belgium ^[4].

- ☐ **Search Console:** your company is the owner and can therefore add and remove users ^[5]; you verify a domain property via your DNS ^[6].

- ☐ **Google Analytics 4:** your company is administrator, because only an administrator manages users ^[7].

- ☐ **Business Profile:** your company is the primary owner; managers cannot manage users ^[8].

- ☐ **Code and hosting** in your company's name, with a copy of the code.

- ☐ **VAT:** if you cannot deduct VAT, as under the exemption scheme for turnover up to €25,000, compare prices including VAT ^[9].

3. BUILD

- ☐ **Copy** starts with the answer to the visitor's question, with an FAQ of real customer questions.

- ☐ **Your own images** of your team, your work and your projects instead of stock photos.

- ☐ **A next step** on every page: a call, a form or an appointment.

- ☐ **Identification:** name, address of establishment, at least two ways to get in touch and enterprise number; for online sales an email address and a phone number; for a licence or regulated profession, the supervisory authority or professional rules ^[10].

- ☐ **Web shop for consumers:** everything together under "About us", "Contact" or "Legal notice" ^[11].

- ☐ **Privacy statement:** with a form, you tell visitors straight away who you are, why you process their data, for how long and which rights apply, preferably in layers ^[12].

- ☐ **Cookies:** cookies that are not strictly necessary, including analytics cookies, only after prior consent; no pre-ticked boxes; withdrawing consent as easy as giving it ^[13].

- ☐ **Cookie banner:** "reject all" on the same layer as "accept all", no cookie wall ^[14].

- ☐ **Consent Mode:** Google tags pass the consent of visitors from the EEA on to Google ^[15].

- ☐ **Accessibility:** the European Accessibility Act applies if consumers conclude a contract online via your site ^[16], in Belgium since 28 June 2025 ^[17]. Editorial content only, orders by businesses only or booking without payment are not covered ^[17].

- ☐ **Micro-enterprise** (fewer than ten employees, turnover or balance sheet total up to €2 million) providing services: exempt under the directive ^[16], with a transition period in Belgium until 28 June 2030 ^[17].

- ☐ **Core Web Vitals** measured on a phone: LCP within 2.5 s, INP within 200 ms, CLS at most 0.1, for 75% of visits ^[18].

- ☐ **AI search:** content as text in the HTML, and OAI-SearchBot not blocked, otherwise you won't appear in ChatGPT's search answers ^[19].

- ☐ **Structured data** with legal name, address and VAT number, identical to what is on the site.

- ☐ **404 page** that helps visitors on their way and returns a real 404 status ^[20]; forms with spam protection and a confirmation.

4. LAUNCH

- ☐ Every old URL with traffic or links: a 301 to the best-matching new page, for at least a year ^[21].

- ☐ No leftover `noindex`, and a robots.txt that blocks nothing important ^[21].

- ☐ Sitemap in Search Console; site imported from Search Console into Bing Webmaster Tools ^[22].

- ☐ Forms, confirmation emails, cookie banner and tracking tested.

- ☐ Links updated on your Business Profile, social profiles, email signature and in ads.

- ☐ A fallback plan ready, and ads only started once the tracking of enquiries works.

5. THE FIRST 90 DAYS

- ☐ **Weeks 1 to 4:** indexing and error pages in Search Console checked weekly, enquiries in Google Analytics. A sudden drop on launch day is usually a tracking problem.

- ☐ **Month 1:** reviews requested that name the problem you solved; Business Profile updated.

- ☐ **Month 2:** baseline measurement with your standard customer questions in ChatGPT, Gemini and Perplexity.

- ☐ **Month 3:** figures compared with your main goal, and decided what to improve first.

SOURCES

1. Subsidie digitale internationale commerciële bedrijfscommunicatie (Flanders Investment & Trade)
<https://export.flandersinvestmentandtrade.com/nl/subsidie-digitale-internationale-commerciele-bedrijfscommunicatie>
2. Premie digitalisering (Brussels Economy and Employment)
<https://economie-werk.brussels/premie-digitalisering>
3. Transfer your domain name (DNS Belgium)
<https://www.dnsbelgium.be/en/manage-domain-name/change-registrar>
4. Update the data of your domain name (DNS Belgium)
<https://www.dnsbelgium.be/en/manage-your-domain-name/update-data>
5. Managing owners, users, and permissions (Search Console Help)
<https://support.google.com/webmasters/answer/7687615>
6. Add a website property to Search Console (Search Console Help)
<https://support.google.com/webmasters/answer/34592>
7. Access roles and data restrictions (GA4) (Google Analytics Help)
<https://support.google.com/analytics/answer/9305587>
8. Manage owners and managers on your Business Profile (Google Business Profile Help)
<https://support.google.com/business/answer/3403100>
9. VAT exemption scheme for small businesses (FPS Finance)
<https://finance.belgium.be/en/enterprises/vat/vat-obligation/vat-exemption-scheme-small-businesses>
10. Bedrijfswebsite en accounts op sociale media: verplichte identificatiegegevens (FPS Economy (FOD Economie), 3 July 2023)
<https://economie.fgov.be/nl/themas/online/elektronische-handel/verkoop-internet/bedrijfswebsite-en-accounts-op>
11. Informatieverplichting bij e-commerce (FPS Economy (FOD Economie), 31 August 2026)
<https://economie.fgov.be/nl/themas/ondernemingen/guidance/handelspraktijken/informatieverplichting-bij-e>
12. Het recht op informatie (Gegevensbeschermingsautoriteit (Belgian Data Protection Authority))
<https://www.gegevensbeschermingsautoriteit.be/professioneel/avg/rechten-van-de-burgers/het-recht-op-informatie>
13. Cookies (Gegevensbeschermingsautoriteit (Belgian Data Protection Authority), 17 November 2023)
<https://www.gegevensbeschermingsautoriteit.be/professioneel/thema-s/cookies>
14. Cookie-checklist (Gegevensbeschermingsautoriteit (Belgian Data Protection Authority))
<https://www.gegevensbeschermingsautoriteit.be/publications/cookie-checklist.pdf>
15. Updates to consent mode for traffic in European Economic Area (EEA) (Tag Manager Help)
<https://support.google.com/tagmanager/answer/13695607>
16. Directive (EU) 2019/882 on the accessibility requirements for products and services (EUR-Lex, 17 April 2019)
<https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32019L0882>
17. Toegankelijkheid: guidelines voor aanbieders van e-handelsdiensten (FPS Economy (FOD Economie), 8 September 2025)
<https://economie.fgov.be/nl/themas/ondernemingen/guidance/toegankelijkheid/toegankelijkheid-guidelines-0>
18. Web Vitals (web.dev (Google), 31 October 2024)
<https://web.dev/articles/vitals>
19. Overview of OpenAI Crawlers (OpenAI)
<https://developers.openai.com/api/docs/bots>
20. Troubleshoot Google Search crawling errors (Google Search Central, 18 December 2025)
<https://developers.google.com/search/docs/crawling-indexing/troubleshoot-crawling-errors>
21. Site Moves and Migrations (How to move a site) (Google Search Central, 20 August 2026)
<https://developers.google.com/search/docs/crawling-indexing/site-move-with-url-changes>
22. Import sites from Search Console to Bing Webmaster Tools (Bing Webmaster Blog, 13 September 2019)
<https://blogs.bing.com/webmaster/september-2019/Import-sites-from-Search-Console-to-Bing-Webmaster-Tools>

IZOARD

Rather have us take a look? Request the free website scan:

izoard.be/en/services/seo-agency/free-scan/