

— FREE CHECKLIST PACK

Website checklists for Jersey businesses

Six checklists to tick off

Starting a business, what the law asks of your website, selling online, JFSC-regulated firms, charity websites and when to rebuild.

CHECKLISTS

Website checklists for Jersey businesses

The short checklists from our guides, in one place. Tick them off as you go. Each one links to the full guide, where every point is explained and sourced.

Live page: jerseyweb.je/checklists/

STARTING A BUSINESS IN JERSEY

- ☐ Business licence through one.gov.je (free for resident businesses).
- ☐ Business name registered, or company incorporated, with the JFSC.
- ☐ Class 2 Social Security set up, and the Startup Plan considered.
- ☐ Revenue Jersey told you have started trading.
- ☐ GST checked (likely nothing to do under £300,000).
- ☐ JOIC registration (£70 a year under ten staff).
- ☐ Domain in your name, business email, Google Business Profile, then the website.

Full guide: jerseyweb.je/guides/starting-a-business-in-jersey/

WHAT THE LAW ASKS OF YOUR WEBSITE

- ☐ **Register with the JOIC:** £70/yr under ten employees, criminal offence not to. Put the number in your footer.
- ☐ **Publish a privacy policy** saying what you collect and why.
- ☐ **Cookie banner and policy** if you run analytics or any other non-essential tracking: consent before it loads, not after.
- ☐ **Identify yourself:** business name and a contact route that works.
- ☐ **Terms and cancellation rights** if you sell online.
- ☐ **Check your GST position:** likely nothing to do under £300k.
- ☐ **Aim at WCAG 2.x AA** for accessibility.

Full guide: jerseyweb.je/guides/jersey-business-website-legal-requirements/

SELLING ONLINE FROM JERSEY

- ☐ **Prices** shown including GST if you charge it, and delivery costs shown before checkout.
- ☐ **Postage** set per zone: Jersey (and collection if you offer it), then the UK.
- ☐ **UK VAT** route decided: IVAS, a marketplace that collects it, or UK VAT registration. Ask Jersey Post.
- ☐ **Customs data** on every UK parcel, through Jersey Post labels or an Online Postage Account.
- ☐ **Distance selling information** on the site, and an order confirmation that includes how to cancel.
- ☐ **Returns** of at least 14 days if you sell to the UK.

Full guide: jerseyweb.je/guides/selling-online-from-jersey/

JFSC-REGULATED FIRM WEBSITES

- ☐ Full legal name and address on every page, usually in the footer.
- ☐ A clear statement that you are regulated by the Jersey Financial Services Commission, in your code's wording.
- ☐ No JFSC logo without written consent, and nothing implying JFSC approval.
- ☐ Claims, figures and examples that are fair, dated and current.
- ☐ Compliance sign-off before pages go live, and dated copies kept for ten years.

Full guide: jerseyweb.je/guides/jfsc-regulated-firm-website-requirements/

A WEBSITE FOR A NEW JERSEY CHARITY

- ☐ Written constitution agreed, and your application to the Charity Commissioner under way.
- ☐ Free .org.je registered in the charity's name.
- ☐ Home, About (with trustees), How to get support or How to apply, How to give, News, Contact and Privacy.
- ☐ "Applying for charitable status" until you are registered, then your registration number on every page.
- ☐ JOIC registration if you hold anyone's details.

Full guide: jerseyweb.je/guides/website-for-a-jersey-charity/

KEEP, FIX OR REBUILD YOUR WEBSITE

- ☐ **Keep it** if it works well on a phone, loads quickly, you can update it, and it brings in enquiries. Spend your time on the content instead: better photos, clearer service descriptions and up-to-date details.
- ☐ **Fix it** if the structure is sound but parts are out of date or broken: a few pages to rewrite, a contact form that fails, missing parishes or services. Fixes are cheaper than a rebuild and keep what already works.
- ☐ **Rebuild it** if it is hard to use on a phone, you cannot get into it, it runs on software nobody maintains any more, or your business has changed so much that most pages need rewriting anyway.

Full guide: jerseyweb.je/guides/when-to-redesign-a-small-business-website-jersey/

Want help ticking these off?

Buils from £100 and hosting from £20 a month, with your price confirmed in writing first.

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