



# Website launch CHECKLIST

MAKE SURE EVERYTHING IS  
POLISHED AND PREPPED  
FOR A SUCCESSFUL LAUNCH

INTENTIONALLY DESIGNED

# Content

## DO YOU HAVE A BENEFIT-DRIVEN HEADLINE ON EACH PAGE?

Are your headlines clear and tell visitors exactly what they need to know? Having a clear headline at the top of each page will boost engagement and conversions because they can immediately confirm that they are in the right place.

## ARE YOUR CALL TO ACTIONS CLEAR AND ENTICING?

The purpose of a call to action is to tell the visitor what to do next. When we make it as easy as possible for them to get the info they need, they are more likely to actually take action. Your CTAs need to be clear so they understand what to do and enticing enough so they click.

## ARE ALL THE STYLES CONSISTENT?

Check font styles, line height, spacing, leading, imagery, navigation and colors for consistency.

## IS YOUR GRAMMAR AND SPELLING CORRECT?

- Check for incorrect punctuation marks, particularly apostrophes, quotation marks and hyphens/dashes
- Capitalization (especially of main headings)
- Tense/Style of writing
- Recurring/common phrases (e.g. 'More about X' links)
- Variations in words

## DOUBLE CHECK YOUR MESSAGING.

When giving a critical eye to the pages within the site, ask: Why would I visit this page? Does the page address the audience? Make sure that the messaging is clear and aligns with your brand and the goal of each page.

## ARE YOUR IMAGES CLEAR?

Check image pixelation on different displays, specifically high-resolution displays like Apple's Retina Display. You also want to make sure that your images are sized for web (use TinyPNG.com if you haven't compressed them already).

# Legal

## IS YOUR SITE LEGALLY PROTECTED?

It's one of the most important but most often overlooked parts of your website. Every website requires a privacy policy. You should include what information is being collected, why, how, and to whom it's sent. Your template includes a legal page but you'll need to add your own terms and conditions and privacy policy. I recommend using a template from [The Contract Shop](#) to make sure you are legally protected based on your needs.

## DO YOU HAVE AFFILIATE LINKS?

The American Federal Trade Commission requires advertisers and endorsers to disclose their relationships when promoting affiliate content or receiving something in exchange for their promotion.

# SEO

## SET UP GOOGLE ANALYTICS

Google Analytics even has a handy feature for setting up goals to track how much each conversion is worth for your business. Add your Google Analytics code to your site settings so you can gather analytics.

## CHECK THE SEO IN YOUR CONTENT

Make sure all content has the right text tag.

## CHECK THE SEO SETTINGS FOR EACH PAGE

Make sure all pages have page titles and descriptions, add keyword rich titles and descriptions to images, and set the share image for each page. This can all be done in the page settings on the right hand side of the screen.

# General

## CHECK ALL SITE SETTINGS

Make sure all site settings (like your favicon) are configured correctly.

## SET UP YOUR COOKIES BANNER

Cookies are there to keep track of your visitor's basic information, like their IP address and page views. It is a GDPR requirement to ask for consent to cookies. Here's how you can [add that to your site](#).

## CHECK ALL LINKS

No one likes to click on a dead link or end up in the wrong place. Double-check all links on the site to make sure they work and are going to the right page. You can also use a tool like [W3 Link Checker](#) to double-check. You also want to make sure all external links open in a new window so the visitor isn't taken away from your site.

## MAKE SURE THE MOBILE SITE LOOKS GOOD

In fact, you want to test the site in all screen sizes so that you know the visitor is getting a good experience no matter how they are viewing your site.

## TEST THE SITE FOR PERFORMANCE

It's important that your website works across browsers. It doesn't have to be pixel perfect, but everything should work, and the user shouldn't see any problems. You also want to consider page load speed for the optimal experience. Ideally, it should be 3 seconds or less. You can use a tool like [Google PageSpeed Insights](#) to test.

## MAKE SURE THE FORMS WORK

Double-check all the forms to make sure they are easy to fill out, clear and not confusing and that it ends up in the right place. There's nothing worse than finding tons of inquiries that never ended up in your inbox.

## CHECK THAT ALL THIRD-PARTY ITEMS ARE CONNECTED TO THE PROPER ACCOUNTS.

Newsletter signup, Social Media, etc.

## VERIFY YOUR SITE WITH GOOGLE AND SUBMIT A SITEMAP.

Adding a sitemap.xml file to your root directory allows the major search engines to easily index your website. Also, add your website and sitemap to [Google Webmaster Tools](#).

## SET UP ANY PAGE REDIRECTS.

If you are creating a new site, you may want to redirect old URLs to new pages on your site so people still get to where they wanted to go. You can do that through your site settings by clicking on the domain and then clicking on the gear icon in the right corner. Note that URL redirects can be useful for redirecting your visitors away from old posts or pages, but having too many can significantly slow down your site.

## SAVE A BACKUP OF THE SITE.

You never know when tech will glitch or you will accidentally delete a page that you want back. It's a good precaution to make a copy of your site before launch so that you have a backup just in case. You can do this every time you make big updates too.

## LAUNCH YOUR WEBSITE!