WEBSITE PRELAUNCH CHECKLIST

You've got the killer new website.
now let's give it a final check and get
this baby launched!

☐ **IS THE WEBSITE PURPOSE CLEAR WITHIN 5 SECONDS OF LANDING ON YOUR SITE?**
Seconds absolutely count when it comes to converting your traffic. Don't waste that first impression having your user dig for what it is you actually do.

☐ **DO YOU HAVE A BENEFIT DRIVEN HEADLINE?**
Do you have a clear welcome statement that tells visitors who you help and what problem you solve? Having a benefit driven headline will engage your visitors immediately and confirm that they are in the right place.

☐ **DO YOU HAVE A LEAD MAGNET?**
This is a fun way to share your knowledge, free product or just a virtual hug in exchange for them to sign up to your email subscription if you are priming to sell them on a product or service.

☐ **MAKE SURE YOU HAVE AN EMAIL SEQUENCE**
Before launch (and even before you start collecting those yummy email addresses!) be sure to have an email sequence in place to build a relationship, deliver resources, stories and soft selling. At a very minimum you should have a "Thank's for signing up" email ready to go out. Flodesk is one of our favorite email marketing platforms that makes it super easy to actually stick with an email campaign.

☐ **DOES EVERY PAGE HAVE A CLEAR CALL-TO-ACTION (CTA)?**
A CTA is a button which tells the reader what to do next. While we insist that we're independent creatures, we love being told what to do. CTAs are measurable actions (this means you can see how many people are clicking on your button) so they can urge the audience to download a checklist (like this one), buy a product, watch a promotional video, and so on. Why are call-to-actions so important? They convert browsers into buyers.

☐ **IS THE USER EXPERIENCE CLEAR AND EASY TO NAVIGATE?**
Your website should have a clear strategy that guides your user through your content. Make sure your design is clean, your content is not overwhelming and your audience isn't being pulled in too many directions.

☐ **MAKE SURE YOUR CONTENT LENGTH IS NOT OVERWHELMING.**
While you need enough content for SEO (minimum 300 words per page), don't overwhelm your reader with so much content they just skip the page. If you do have long content, make sure you stylize it in a way, bolding key points, so that someone skimming the page picks up what you are putting down.

☐ **ARE YOUR SENTENCES SHORT AND ENGAGING?**
Don't say something with long paragraphs that can be said with a short engaging sentence. Remember - seconds count.

☐ **IS YOUR PAGE NESTING AND HIERARCHY CLEAR AND EASY TO NAVIGATE?**
Try to keep your navigation to 5 options with clearly nested items below them. Make sure to use clear titles such as "contact" vs. creative and catchy like "get in touch."

☐ **DO YOU USE EVIDENCE TO ESTABLISH YOURSELF AS AN EXPERT?**
Your website is your best place to establish yourself as an expert in your industry. Share client testimonials, professional recognitions, awards received, education and experience.

☐ **ARE YOUR IMAGES PROFESSIONAL AND RELEVANT?**
Your images will make or break your site. Here are some of our favorite resources for professional photography:

Free
Unsplash.com

Premium

Moyo-studio.com
socialsquares.com

☐ **IS YOUR COLOR AND FONTS CONSISTENT THROUGHOUT THE SITE?**

☐ **THE VISUAL APPEAL IS ON POINT WITH YOUR BRAND?**
If your brand is light and airy, you probably don't want to use neon colors. If you are classic and feminine, you would want to go with an elegant serif font, vs. a bold san serif.

☐ **ARE ALL PAGES OPTIMIZED FOR MOBILE DEVICES?**

Mobile browser usage is increasing every day. According to StatCounter, phone and tablet usage accounts for about 30% of web traffic. This means you will want to test on real mobile devices or use a browser simulator like i O S X c o d e or Android Emulator.

☐ **DO LINKS VISUALLY STAND OUT?**
Make sure that any links on your site stand out with either a color, bold, italic, unc

☐ **IS THERE A HIGH CONTRAST BETWEEN FONTS AND BACKGROUND?**
Make sure that your fonts are not only easy to read size wise, but that the color doesn't blend too closely to the background that it's on.

☐ **DO ALL PAGES HAVE CLEAR TITLES AND DESCRIPTIONS?**
Your page titles are very important when it comes to SEO and should be a clear indicator of what the page is about. Titles and descriptions should use important keywords so that when displayed on Google, the person searching can make a quick decision on whether the page contains the information they are looking for.

☐ **ARE ALL IMAGES SIZED AND LABELED PROPERLY FOR SEARCH ENGINES?**
We recommend sizing your images no larger than 2,000 pixels, as the larger the image, the slower your site will load. For files names, don't go overboard with keywords - but try to label your files describing what they are.

☐ **SET UP GOOGLE ANALYTICS**

If you are doing any type of website data tracking, we recommend using Google Analytics. Also - make sure to verify your site with Google and Bing.

☐ **ACTIVATE YOUR SSL**
Make sure you have an active SSL (security certificate) on your site. If your Showit site is showing insecure, you can message the Showit support directly within your dashboard and request for them to add an SSL to your site.

☐ **MAKE SURE YOUR SITE IS LEGAL!**
Be sure you are doing all that you can to legalize your site and it is easily accessible on every page of your site. We highly recommend making sure you have a Privacy Policy, Terms and Conditions, Cookie Policy, Disclaimer, etc. Legal features can vary depending on your business model so we highly recommend you are aware of the requirements that fit your business. One of the top resources we recommend is the GDPR Compliant Terms & Conditions + Privacy Policy for Your Website by The Contract Shop.

☐ **ARE YOU GDPR COMPLIANT?**
If you sell goods or have visitors in the UK and EU, you will want to be diligent about if you're General Data Protection Regulation, or GDPR, Compliant. If you want more in depth ways that you can become GDPR Compliant, pick up your GDPR Compliance Checklist by The Contract Shop.

☐ **DO YOU HAVE ANY AFFILIATE LINKS**

The American Federal Trade Commission (FTC) requires advertisers and endorsers (i.e. publishers, bloggers and influencers) to disclose their relationships when promoting any affiliate content, or receiving something in exchange for their promotion.

☐ **IF YOUR AUDIENCE IS LOCAL, IS YOUR LOCATION CLEAR ON YOUR SITE?**

☐ **DOUBLE CHECK ALL LINKS**
Giving your site a thorough walkthrough, clicking everything that is clickable and being sure they go to the correct place is key. Make sure to check all links: menu's, pages, newsletter, contact form, redirects, social media icons. Fix any dead links! If you have a shop, make sure all product links, add to cart buttons and carts are functional.

☐ **MAKE SURE YOU HAVE SETUP "THANK YOU" AND 404 PAGES**

If you have any type of pages where someone is signing up for your email list, downloading a freebie or even making a purchase - you should have a thank you / success page to direct them to.

☐ **TEST YOUR SITE**
How is your performance? Run your website through Googles Pagespeed Insights. Cross test on browsers, see how each browser stacks up on W3's Browser Stats and if your site is looking top notch on all platforms.

☐ **BETA TEST**

Ask all your friends and their mother's if they wouldn't mind proofing your site before launch.

☐ **POP! CLINK! FIZZ!**

Let the world know you have launched. Do a social media challenge to amp up traffic and buzz!

CONGRATULATIONS ON YOUR LAUNCH!

We would love to celebrate with you!
Make sure to tag us @studiolux22 on Instagram
when you announce your new site!

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