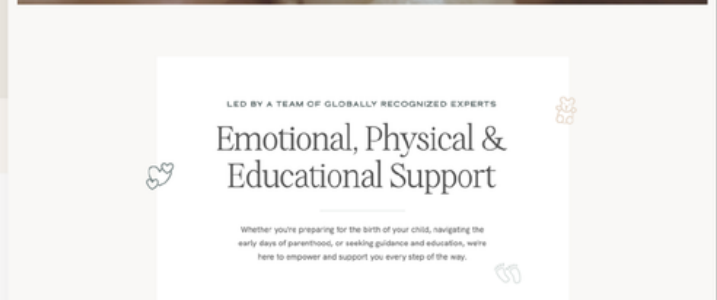
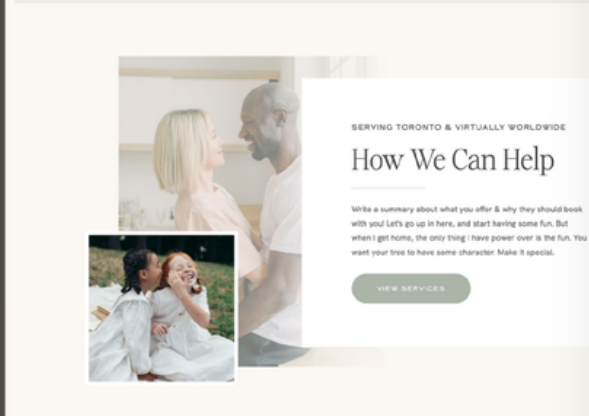
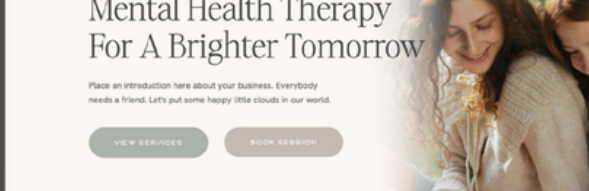
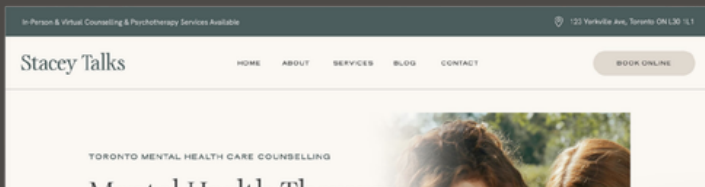




Pre-Launch Website Checklist

Everything you need before you hit publish.





Hey there, new website owner!

You're so close to launching your brand new website, and we are so excited for you! As a team that's helped hundreds of business owners build and launch their dream websites, we know how much this moment means.

The difference between a smooth launch and a stressful one usually comes down to the details. These are the little things that can quietly get in the way of your big moment. That's why we put together this checklist. Think of it as your pre-launch peace of mind!

a note from Danielle

I'm Danielle, founder of Create with Danielle, and I'm so glad you're here! Over the years, I've helped hundreds of business owners go from "almost ready" to actually hitting publish.

Through all those launches, I've noticed the same things over and over again.

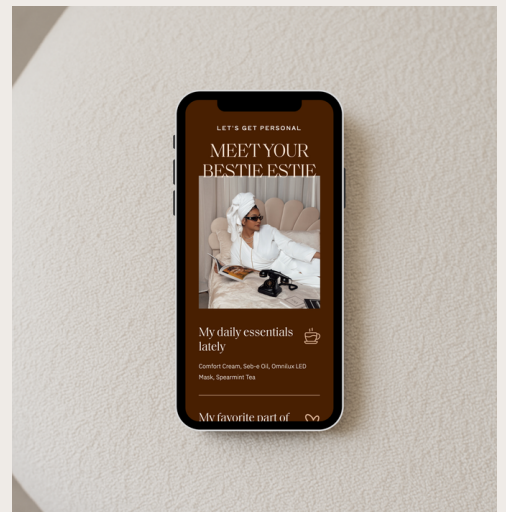


The people who felt most confident at launch were the ones who had a clear process to follow! I created this checklist so you have exactly that. These are the same steps I walk through when preparing any website to go live. Work through each category, check things off as you go, and by the time you reach the end, you'll know your site is ready.

You've done the hard work. Now let's make sure nothing gets missed before you celebrate!

Let's get your website finally out into the world!

Set aside 30 to 60 minutes to go through this checklist before you hit publish. It covers everything from design and functionality to SEO, legal, and your actual launch day steps. Ready to check everything off and finally go live? Let's do this!



CATEGORY ONE

Design & Branding



My copy is free of typos and grammar mistakes

Read everything out loud or run it through a grammar check, and see if anything sounds off or unclear. Make sure you're speaking in your ideal client's language too.



My branding is consistent across every page

Same fonts, colors, and button styles throughout. Everything should feel like it belongs together, not pieced together from different templates.



I have a favicon uploaded

That small icon in the browser tab helps visitors find your site when they have multiple tabs open. Don't skip it!



I have plenty of white space

Resist the urge to fill every empty area. White space improves readability and draws more attention to what matters most.



My fonts are easy to read

Avoid overly decorative fonts for body text. Make sure there's enough contrast between your text and background. If you have to squint, fix it.

Functionality & Navigation



My site is optimized for mobile

Browse your site from your phone. Check that text is readable, buttons are easy to tap, images display properly, and nothing is overlapping or cut off.



Navigation is simple and clear

Keep your main menu to 5–7 essential pages. Every page should have a clear call-to-action. Less important pages can live in your footer.



All buttons, images, and links work properly

Click every single link on your site. Broken links and 404 errors cost you clients. If you deleted a page, set up a redirect.



All forms and checkout flows are tested

Submit your contact form using your own email and test any purchase flows end-to-end. Confirm emails and freebies are triggering correctly.



Social media icons link to my accounts

Check the header, footer, and mobile nav. Make sure all icons point to your own accounts and open in a new tab so visitors don't leave your site.

Content & SEO



What I offer is crystal clear within 5 seconds

A visitor landing on your homepage should immediately understand what you do, who you serve, and what to do next. They shouldn't hunt for it!



All information is accurate and current

Check for outdated photos, old portfolio work, incorrect copyright dates, and broken social links. Your website should reflect where you are today.



My images are compressed and properly named

Compress images to the smallest file size with acceptable quality. Rename files descriptively for SEO. "IMG_32313.png" is not a proper image file name.



Meta titles and descriptions are set on every page

Each page needs a unique title (under 60 characters) and description (under 150 characters) with relevant keywords. Never duplicate them!



Text heading tags are properly set

Use only one H1 per page. Use H2 and H3 for all other headings. This matters for both SEO and accessibility.

CATEGORY FOUR

Legal & Security



My domain and SSL certificate are connected

Apply the correct DNS records and request your SSL certificate. Wait for the secured padlock icon to appear before promoting your site.



I have an updated privacy policy and terms

Collecting emails or using analytics? You need a privacy policy. Terms and conditions protect your content from being copied. I recommend using a template from [The Legal Paige](#) (affiliate) using code CREATE10 for 10% off if you are not looking to get one custom drafted by a lawyer.

Disclaimer: This is not legal advice, just my personal recommendations. Please consult with an attorney to determine what legal pages your specific website needs.



My website follows accessibility guidelines

Add alt text to images, ensure good color contrast, and make sure your site can be navigated with a keyboard. Use a free accessibility checker tool.



I have the proper font and image licenses

Make sure all fonts and images are properly licensed for web use before publishing. Missing webfont licenses can result in fines.

Website Launch



WordPress blog connection is working (if applicable)

If launching a blog alongside your site, test that featured images, titles, and posts are displaying correctly between WordPress and Showit.



My site is being indexed by Google

Submit your sitemap through Google Search Console so your new website gets crawled faster.



I have launch graphics ready for social media

Create graphics to promote your launch on social media. Wait 24 hours after publishing before promoting so your SSL certificate has time to activate.



I've updated my site credit link (bonus passive income!)

By joining our affiliate program, you can easily swap that template credit footer link out for your own affiliate link! Every time someone clicks it and purchases a template, you earn a commission. It's one of the easiest ways to make passive income straight from your website without doing a thing

[Join The Program](#)

YOU DID IT! NOW PUBLISH & GO CELEBRATE.

You've tested,
checked, and crossed
everything off the list.

That means one thing: your website is officially ready to go live. Hit publish, do a little happy dance, and go celebrate this moment because you have earned it.

And we genuinely want to celebrate with you! Once you're live, drop your new website link in the feedback form below or send it to us directly. We love seeing your finished sites, and we occasionally feature our template customers on our website and social media, which means a little extra visibility and backlinks for your brand. It's a win for both of us! Now go celebrate. You've worked hard for this.

Fill Out The Form

When you're ready to grow even more, we're here!

As your business grows, you might find yourself needing to add more. A resources page, a podcast page or sales page. The good news? You don't have to start from scratch or hire a designer every time.

Our add-on template pages can easily match your new website. Just drop them in, customize the copy and styling to match, and you're done.

And if you're ready to start building your email list (which we highly recommend doing from day one), our Flodesk email templates make it easy to show up in your subscribers' inboxes looking just as polished as your new website. Browse add-on pages and email templates in the shop and keep the momentum going!

Shop Templates



Let's stay connected!

Did this checklist and tutorials help you? Thank you for trusting us with your website goals. We'd love to see your new website! Tag us on Instagram to show off your progress.

Let's Be IG Friends!

Explore The Site

*thank you for
the support!*

-Danielle

