

WEBSITE LAUNCH CHECKLIST FOR CREATIVES + MUSICIANS

**BEFORE YOU HIT "PUBLISH" — RUN THROUGH THIS
LIST TO MAKE SURE YOU'RE READY TO WOW YOUR
AUDIENCE AND GOOGLE ALIKE.**



GET STARTED >>>

01. FINAL POLISH + PREP

☐ Proofread all your copy (and double check your name + contact info!)

☐ Check all links — make sure they go where they're supposed to

☐ Optimize mobile layout (tap through every page!)

☐ Confirm favicon, site title, and meta descriptions are set

☐ Set your homepage and 404 page

02. INTEGRATIONS + FORMS

- ☐ Connect your contact form to your email or CRM (Flodesk, ConvertKit, etc.)
- ☐ Test all forms to ensure they send and redirect correctly
- ☐ Link to your socials (open in a new tab!)
- ☐ Embed your newsletter opt-in/freebie
- ☐ Add any embed codes (analytics, music players, etc.)

03. PORTFOLIO OR MEDIA PAGE

- ☐ Musicians:
 - ▶ Include video/audio samples (YouTube or embedded players)
 - ▶ Add your current headshots and downloadable PDF resume
 - ▶ List current roles, repertoire, and training

- ☐ Creatives:
 - ▶ Upload case studies or project galleries
 - ▶ Describe your role + process
 - ▶ Share testimonials, past clients, or results

04. HOMEPAGE HITS

☐ Clear tagline or intro (“what you do, who you help”)

☐ Call-to-action buttons (Book now, Inquire, See My Work, etc.)

☐ Links to your most important pages

☐ One strong image or visual (headshot, brand image, etc.)

05. PREP FOR PROMOTION

☐ Announce your launch date on social

☐ Draft your launch post or email blast

☐ Add a waitlist or freebie opt-in (if launching templates/services soon)

☐ Make a short list of people to personally share your site with

☐ Update your link-in-bio, email signature, and social bios