



Website Pre-Launch Checklist

This checklist is designed to help you go through your website and ensure that you don't have any obvious issues before you launch.

Please note: Every website is different, and has different functionality. I recommend going through your entire website reading all of your content, and clicking on all of the links before launching our site.

Desktop Website:

- ☐ Do you have a logo above the fold?
- ☐ Do you have navigation above the fold?
 - ☐ Check that your navigation is going to the correct pages
- ☐ Does your logo link back to the home page?
- ☐ Do you have a page title?
- ☐ Are all of your links going to the correct pages?
- ☐ Do you have calls to action on each page?
- ☐ Do you have at least 350 words of content on each page?
- ☐ Contact information
- ☐ Your location and service area
- ☐ Check your spelling and grammar
 - ☐ Ask someone to proof your site or download Grammarly.
- ☐ Did you add your google analytics?
- ☐ Are your photos optimized so they are not slowing down your website?
- ☐ Did you do a speed test of your site?

Mobile Website:

- ☐ Does your site properly display on mobile?
- ☐ Do you have mobile navigation?
 - ☐ Do they link to the correct pages?
- ☐ Does all of the content that is on your desktop site appear on your mobile site?
- ☐ Did you click on all of the links?
- ☐ Are all of the photos displaying properly?

SEO:

- ☐ Do you have an SEO Title?
- ☐ Do you have an SEO Description?
- ☐ Do you have ONE H1 tag on each page?
- ☐ Do you have TWO H2 tags on each page?
- ☐ Is your navigation set to NAV?

- ☐ Is your decorative text set to div?
- ☐ Do you have alt tags on all of your images?
- ☐ Are you using your keywords in your content?

Blog:

- ☐ Do you have 2-3 posts published?
- ☐ Are your posts displaying properly?
- ☐ Do you have a read more button on all of your posts?
- ☐ Are your photos displaying properly?
- ☐ Do you have a sidebar?
- ☐ Do you have a search function?
- ☐ Do you have category links? Are they working?
- ☐ Do you have Yoast installed in your WordPress Admin?
- ☐ Are your posts SEO Optimized?

If you have any questions about your website or how to use this list please feel free to contact me anytime.

xoxo,
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