



*the*  
LAUNCH  
CHECKLIST

CHECK OFF THIS LIST BEFORE YOUR  
LAUNCH AND MAKE SURE TO CELEBRATE WHEN  
YOU ARE DONE!

## ESTABLISH YOUR SEO:

Make sure to add a unique SEO Titles, Met-Descriptions and a Share image for each page. Not only that, but make sure you use plenty of 'H1 and H2 Title' on your page titles. If you are a location, make sure to always include that!

MOVING SITES...SEE THIS POST HERE!

READ MY POST ABOUT SEO!

## LEGALIZE YOUR SITE:

Make sure you have a privacy policy link in your footer of each page and the option to add a Terms & Conditions if you are selling anything. Also outline your Refund Policy or refund policy for products!! If you include any affiliate links within your site, the FTC requires that you disclose them, and your experience with what you're endorsing. For example, I use contracts and policy templates from the following shop, and can personally recommend their products:

SEE HERE! code: SAFFRONAVENUE10

## SETUP COMING SOON PAGE

Just in case you want to take one extra day or so to double check your settings. You can use the template 'coming soon' to show on the site prior to launching. P.S. when done you can choose to "CUT" that site canvas from the pages to disable it OR just uncheck 'visible on...'.  
  
[SEE THE BLOG MIGRATION DETAILS HERE](#)

WATCH THE TUTORIAL HERE

## SETUP GOOGLE ANALYTICS

If you want to track your site visits, referral links, and visitor history. You can sign up for Google Analytics [HERE](#) and past your UA-Code into the site settings box.

## GDPR COMPLIANT:

Make sure your site forms, website cookies, etc are GDPR compliant ([see post here](#))

## 404 PAGE & FOOTER:

Set a 404 page with a search bar and additional links and a footer that that guides them through your site.

## YOUR DOMAIN REGISTRAR

You will need to have your login username and password to be able to submit the request to setup your 'CUSTOM DOMAIN' within site settings. Reference LAUNCH section for more information.

## YOUR EMAILS

If you are setting up email for the first time just reference the 'Site Setup' page.. IF your EMAILS + WEBSITE are together with your current website hosting company you will need to:

01. Cancel your website hosting with them (after you launch), but still pay for Email Hosting (aka: so you can keep as is)
02. You can setup your emails and start fresh with a new email server (like Gsuite or Hover) and access your emails from there from this point forward.

**NOTE: If you do the latter, any old emails hosted with your old site on their server could be removed when cancelled.. Make sure to talk with the old hosting company to see what steps you can take to move any old emails over to your new server.**

## YOUR BLOG

If you are starting a new blog Showit will set that up for you. IF you are transferring an old blog over you will need to provide Showit with your current blog Login User an Password. Keep in mind your PERMALINK settings!

SEE THE BLOG MIGRATION DETAILS HERE

## TEST YOUR SITE:

Check your site speed & performance for each page and perform cross browser testing (see [here](#) & [here](#))

## CHECK ALL SITE LINKS:

Make sure to click through and check all page links, galleries, Instagram feed, contact form submission, and newsletter signup to make sure they are working! (mobile & desktop)

## CREATE THANK YOU PAGES

Option: Create a branded Thank You Page after they signup for your email list. This could include a free download, additional resources, or links to your blog/instagram/pinterest/etc. (example [HERE](#))

## FINALIZE LAUNCH STRATEGIES

Using [THE LAUNCH KIT](#) to create strategies that will help you organize, schedule, and prep all of your content for your launch plan.

## SOCIAL MEDIA

Create necessary graphics, schedule any Lives, add your sales page or email list signup to your social profiles.

## CREATE BLOG POSTS

Write, design, and schedule your blog posts that will help promote your launch. - And include any freebies to get email signups!

## SOCIAL LAUNCH:

Design and share a sequence of graphics and coordinating links to share your new look (if doing a countdown).

## WRITE EMAIL SEQUENCES:

Create your email sequences, recommended to have a 'Welcome' sequence to start growing your list.

## PINTEREST:

If applicable, optimize your Pinterest boards, descriptions, and profile. Create branded covers and 4-6 branded templates for future posts.

## SOCIAL PROFILES:

Update any profile photos, business descriptions, cover/header graphics, etc. to help promote the launch.

## EMAILS

Update your email signature and newsletter footer / p.s. note to include the launch or sales page.

[GRAB THE LAUNCH KIT HERE!](#)

[READ MORE ABOUT YOUR LAUNCH](#)