



# Getting Started Checklist

A QUICK START CHECKLIST FOR GETTING  
YOUR SITE SET UP AND LIVE

INTENTIONALLY DESIGNED

## TECH

- Sign up for a Showit account
- Install your template
- Secure your domain name (I recommend Google)
- Set up your business email (I recommend Google)
- Set up a coming soon page
- Connect to your email list provider to collect emails (I recommend Flodesk)
- Request domain + blog set up

## SITE ORGANIZATION

- Create a website strategy and sitemap
- Outline and write content
- Gather, organize, and optimize your images
- Build out pages
- Connect third-party apps (like Shopify or Honeybook)

## BLOGGING

- Format imported blog posts if needed
- Add new blog posts if needed
- Set up any plugins

## SEO

- Write page descriptions
- Check SEO tags
- Create a custom 404 page
- Connect Google Analytics

## MARKETING

- Create email list opt-in offer
- Set up the sign-up forms and thank you pages
- Set up sales funnel or nurture email sequence
- Link social media accounts
- Connect Facebook pixel

## LAUNCH

- Publish all changes
- Test on desktop and mobile (check all links + forms)
- Set homepage as the default home
- Verify your site with Google
- Submit sitemap to Google
- Create launch graphics + content
- Promote + celebrate!