

GET READY TO LAUNCH!

This checklist is a starting point to ensure a smooth website launch. Save and refer to it as you prepare to go live!





Hi, I'm Justice Morris

CEO & Designer at Savvy Morris Marketing

Welcome to your website launch checklist!

Hey there! I'm Justice, your go to brand strategist! My number one goal behind my brand is to help small and medium-sized businesses bring their unique visions to life because I believe every business deserves to have a brand they are proud of.

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In this actionable checklist, I'm covering the most important tasks you should be adding to your launch's to-do list, and telling you three of the biggest mistakes you'll want to avoid in order to have a successful launch. **Let's do this!**

The LAUNCH CHECKLIST

- ✓ Select a platform to host your new website on and make sure your domain is available using a tool like google domains.
- ✓ Be sure to be clear and confident in your offerings and have an idea if you are talking to (your target audience).
- ✓ Get your website copy in order, whether that means working with a copy writer or DIY-ing it on your own.
- ✓ Don't forget to include testimonials and reviews from previous clients!
- ✓ Optimize your website for SEO, through copy, layout and images.
- ✓ Purchase a template or hire a web designer to ensure your site is both aesthetically pleasing and user-friendly.
- ✓ Get some content in order to launch with. I recommend launching with 2-3 blog posts and a service promotion!

DON'T FORGET TO...



DOUBLE AND TRIPLE CHECK LINKS!

if you have social links embedded in your website, or links to downloads, forms, etc, CHECK THEM! It is soo frustrating to tap a link and its broken.



PROOFREAD, PROOFREAD, PROOFREAD!

There is nothing more embarrassing than a beautiful new website showing itself to the world for the first time, then having its reputation quickly ruined by typos or text filler you forgot to change! (Sadly it has been me, so I am giving you a heads up!)



GET A SECOND SET OF EYES ON IT!

Having a friend look over your website before you launch will be SO helpful, because they will likely catch mistakes that you didn't even notice.

WEBSITE LAUNCH *Checklist*

To Do



YOUR TURN!

Thanks so much for downloading the website launch checklist! You are now officially fully prepared to launch your new site, and I am so excited for you!!

I would absolutely love to see what your brand's new virtual home looks like -- send me a DM on Insta with the link so I can take a look!



Have any questions about
the checklist, website design,
or website copy?

Get in Touch



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