



# LAUNCH DAY *Checklist*

# Launch Day Checklist

## ✓ LAUNCH DAY CELEBRATION

Consider how you will celebrate the launch of your new website. Here are our recommendations: social media countdown, Instagram and/or Facebook livestream, giveaway, blog post, live party.

## ✓ THOROUGHLY REVIEW YOUR WEBSITE—BOTH DESKTOP & MOBILE

Thoroughly review your website before hitting publish by checking the layout, all links, proofread spelling/grammar, and ensure your contact form works properly.

Don't forget to check both the desktop view *and* mobile view.

## ✓ ADD SEO - SEARCH ENGINE OPTIMIZATION

Utilize Showit's built-in Search Engine Optimization resources to help users find your website. Add SEO Titles, Descriptions, Keywords, and featured photos to every page of your website. *Follow the instructions here* to locate your website's SEO settings.

## ✓ CONNECT GOOGLE ANALYTICS

View *analytics.google.com* to confirm you have correctly linked your Showit website to Google Analytics. Be sure to also check out our *free Showit SEO Guide* for a deeper dive into SEO.

## ✓ ADD YOUR FAVICON

Within Showit > Site Settings > Favicon, ensure you have chosen a favicon.

## ✓ PUBLISH BLOG POSTS

A great way to guide traffic to your new website is by writing blog posts. Using your WordPress credentials provided by Showit, add posts to your websites blog design. You can find your blog at [www.YOURADDRESSHERE.com/blog](http://www.YOURADDRESSHERE.com/blog)

## ✓ PUBLISH YOUR WEBSITE AND GO LIVE

At last, it's time to publish your new Showit website! *Follow Showit's Launch Steps here.*

Hit the Publish button and visit [www.YOURADDRESSHERE.com](http://www.YOURADDRESSHERE.com) to confirm you're live!