



## **BORDER7 STUDIOS' FREE WEBSITE LAUNCH CHECKLIST**

Your website is never really "done," and that's how it should be to ensure it's always improving!

There's always something that can be evaluated, optimized & streamlined to help save you time, increase traffic & provide a better experience to your target audience.

Use this free checklist to help you get your new website, or changes you've been working on launched.

COMPANY NAME:

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YES

URL:

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NO



All links on site work (header, main navigation & footer, as well as throughout site) - Use Dr. Link Check: [www.drlinkcheck.com](http://www.drlinkcheck.com)



Site has been optimized for search engines (meta description, title, URLs set to page title) - [Wix Help Center Article on SEO](#)



Header: Logo links to home, favicon (*installed once domain is connected*), social icons are linked & search feature works



Slideshow (if applicable) - slides are uploaded in correct order & are linked. Call to action buttons are prominent & linked



Footer: social icons are linked, copyright info is up-to-date



Site tested on most recent browser versions: FireFox, Safari & Chrome. Also check Mac vs PC (*uploaded fonts can have issues on Mac*)



Site tested on phone & tablet screen size - **See notes for mobile/tablet issues**



Contact Us Page: form works (can send a message) & confirm message is sent to client email - **Test message sent**



Site speed has been tested - [Pingdom](#): \_\_\_\_\_ [GTMetrix](#): \_\_\_\_\_



Domain has been connected & SSL is installed - [Wix Article](#)





If there's an existing site, or page urls have been updated, 301 redirect old URL structure to updated structure



Analytics Installed & Site Submitted to Google Webmaster



If 3rd party icons were used, verify they were credited



Content addresses what you do, who it's for & why they need it, why trust you & clear next steps. Checked for obvious spelling errors or typos

**NOTES:**

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**QUESTIONS TO CONSIDER:**

- **What aspects of your business are you currently doing manually that could be automated?** *(For example: Booking system rather than back & forth emails, or email automation for newsletter signups, follow ups, or reminders).*
- **Are the keywords you've optimized your site for bringing the traffic you'd hoped? Could there be more targeted keywords you could focus on to help your site rank higher?** *(For example: "running springs dog groomer" - instead of "dog groomer")*
- **Who are some of your top competitors** *(current & aspirational)?* **What are they doing to promote their business online?**



## QUESTIONS TO CONSIDER CONT:

- **How are people currently finding your website? What are some channels you can focus on to help drive more traffic to your website?** *(Paid traffic through advertising on social media or Google, Organic traffic from keyword optimization, Referrals, Direct, etc.)*
- **Do you have clear goals for your website's performance?** *(For example, increasing traffic by x%, increasing average sales per month by x%, improving site speed by 2 sec, etc.)*
- **What are you currently doing to strengthen new & current relationships with your target audience/existing client base?** *(For example, social media, email campaigns, automations, etc.)*
- **What's a win you'd like to accomplish by the end of this quarter?**
- **What is your biggest obstacle you're currently facing? What resources do you need to help you overcome this obstacle?**

## Need Help Updating & Marketing Your Website?

We offer affordable, done-with-you programs to teach you learn how evaluate, optimize & streamline your website yourself. Take the first step & book a free strategy session today!

[BOOK NOW](#)

