Free Website Launch Checklist

Launching your website might feel overwhelming, but even the most ambitious goals are possible if you **break them down into small, manageable steps**!

The truth is, your website will never really be "done." There's always going to be something that can be **evaluated**, **optimized** & **streamlined** to help save you time, increase traffic & provide a better experience to your target audience.

We hope this free checklist will help you get started on your journey, so you can **start making progress**. Then, you can gather valuable feedback & make data-driven decisions!

WEBSITE LAUNCH

Checklist

COMPANY NAME: _____

URL: _____

🟩 YES

⬡ NO

⬡ All links on site work (header, main navigation & footer, as well as throughout site) - Use Dr. Link Check: 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

Checklist

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:

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?***

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Checklist

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?**

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