

# CHECKLIST BEFORE WEBSITE LAUNCH



## 1 Domain & Hosting

- Choose and register a domain name
- Get a web hosting package



## 3 Content

- Spelling and grammar are correct
- Lorem ipsum has been removed and replaced
- Placeholder images and videos has been removed and replaced
- Check downloadable files
- Internal & outgoing links are working
- Test the contact form



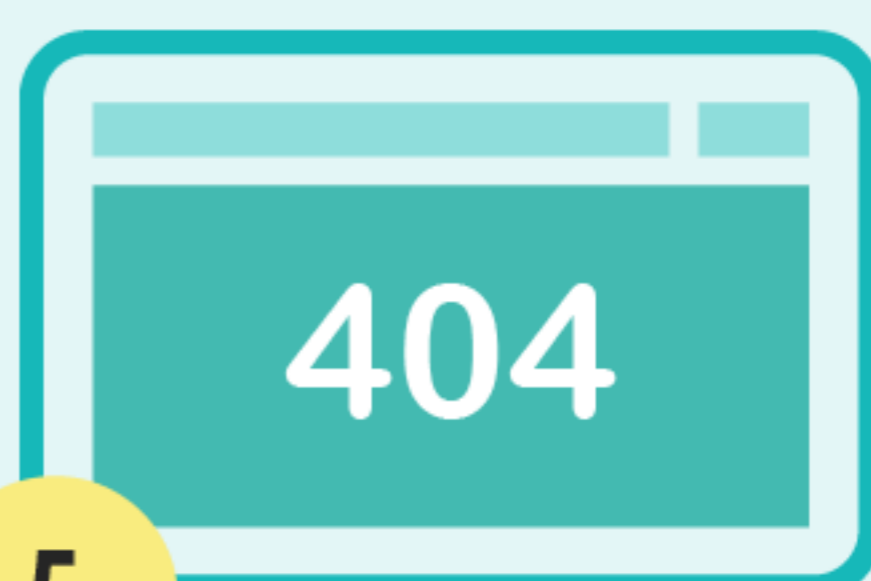
## 2 Wordpress

- Update all plugins
- Empty cache



## 4 Search Engine Optimization

- Install a SEO plugin
- Set title and tagline
- Set page and post titles
- Set up permalinks
- Optimize images > names, size, ALT
- Implement meta descriptions
- Create sitemap
- Disable "Discourage search engines"



## 5 Set up a 404 Page



## 6 Add a Favicon



## 7 Cross Browser Testing



## 8 Legal Pages

- Have a privacy policy, terms and conditions
- Tell your visitors how you use cookies



## 9 Social Media

- Test social sharing functionality
- If you have feeds, ensure they are working



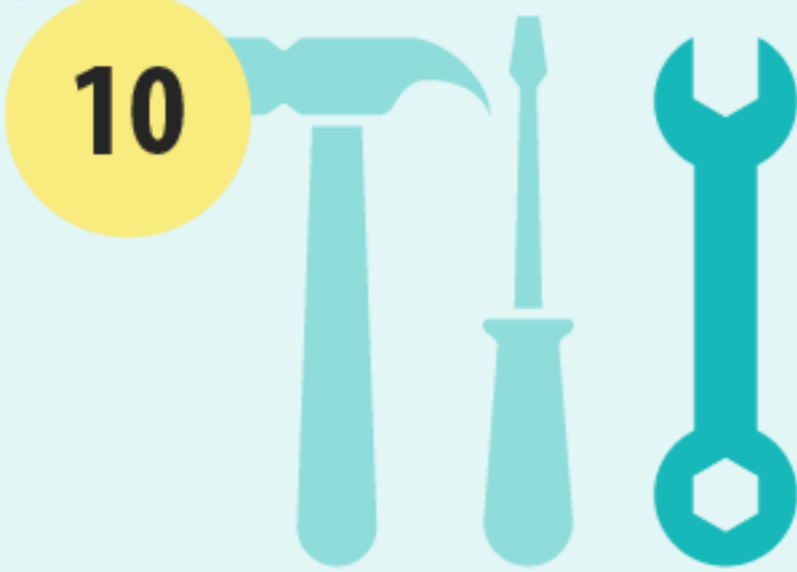
## 11 Measure

- Set up Google Analytics
- Connect Google Search Console



## 12 Check your speed score

- Improve if > 2sec



## 10 Test Third-Party Tools

- Double check that they are doing what they are ment to do



## 13 More Tech Stuff To Remember Before And During Launch

- Check if there's some old URLs to redirect
- Make sure both with and without www works
- Install SSL
- Point domain to new location
- Inspect robots.txt
- Make sure your site is safe and secure

**NEW**

## 14 Promote Your Site!