



Website Launch Checklist

10 Elements for Ultimate success



Your Website Launch Checklist: The 10 Elements for Success

Before launching your website, ensure everything is in perfect order, from design to functionality. A pre-launch checklist is crucial to ensure a smooth launch and avoid potential disasters. Follow the checklist to guarantee success and confidently hit the "publish" button.

So, you're ready to launch your website and show the world what you've got? Hold on just a sec! Before hitting that big red button, ensure you've covered all your bases. You don't want to miss anything important that could make or break your website's success. That's where the pre-launch website checklist comes in. It's a must-have to ensure your website is ready for its grand debut. Trust us, taking the time to review this checklist will pay off in the end. This checklist will walk you through each essential point, keeping it simple and conversational.

By following this checklist, you'll have peace of mind knowing your website is ready to shine. Let's make your launch a sensational success!

1. Website Setup Checklist

Here are a few points related to website setup that you must ensure before launch.

- ✚ SSL set and secure?
- ✚ Is CMS updated and ready to roll?
- ✚ Back up solution in place?
- ✚ Is Analytics all good to go?
- ✚ Copy polished and ready for the spotlight?
- ✚ Content checked and approved?
- ✚ XML Sitemap in place?
- ✚ Meta titles and descriptions set for each page?
- ✚ Robots.txt file generated?
- ✚ Is the website legally compliant?

Before you hit launch, let's ensure you've got all your ducks in a row! Here's your ultimate 10-step website setup checklist to ensure a smooth, successful launch.

2. Design



Before launching your website, consider the following elements of your website design to ensure everything related to design is in order.

- ✓ Text:
 - ➔ Ensure that all text on the website is clear, easy to read, and free of errors, using a consistent font throughout the site and accurately representing your brand.
 - ➔ The text should also be well-written and accurately convey the message that you want to convey to your audience.
- ✓ Color Palette:
 - ➔ Choose a color palette that characterizes your brand, complements your website's design, and provides enough contrast for easy reading.
 - ➔ Colors should be consistent throughout the site, providing a cohesive look and feel.
- ✓ Spacing:
 - ➔ Make sure that there is proper spacing between elements on the website, such as text and images, and that the spacing is consistent throughout the site to allow for easy navigation.

- Proper spacing will also ensure that the website's design is clean and organized, making it more visually appealing to visitors.
- ✓ Imagery:
 - Select high-quality images that accurately represent your brand and enhance the website's overall design, and optimize them for the web to reduce load times.
 - The images should also be properly sized and positioned to ensure they do not slow down the website's loading speed.
- ✓ Shadows:
 - Consider the use of shadows in a way that complements the design and enhances the overall user experience of your website.
 - Shadows can help to create depth and dimension, making the website more visually appealing.
- ✓ Navigation:
 - Ensure that the navigation system on your website is clear and intuitive and leads visitors to the content they are looking for, with a consistent and seamless experience throughout the site.
 - Navigation should be easily accessible, allowing visitors to move quickly and easily between pages. It should also be organized logically, with clear labeling and categories, making it simple for visitors to find what they are looking for.

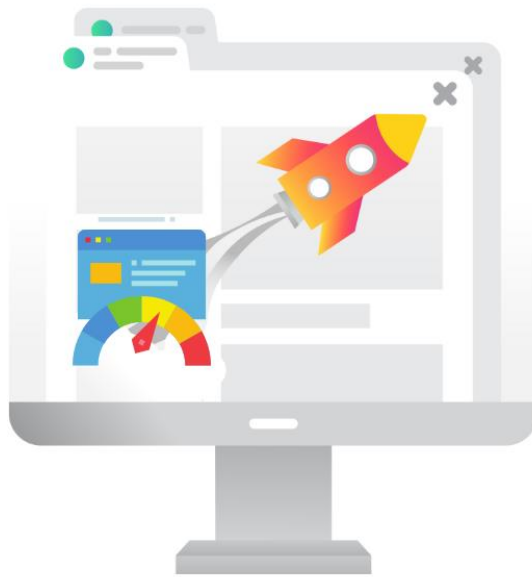
3. Ensure Cross Browser compatibility before launch



Cross-browser compatibility is an important aspect to consider before launching a website. It ensures that the website displays and functions correctly on browsers like Chrome, Firefox, Safari, and Internet Explorer. By providing a consistent and seamless user experience, visitors can access and interact with the website on any browser they choose.

To guarantee cross-browser compatibility, testing the website on multiple unique browser-device-OS combinations is important. This can be done through manual testing or cloud-based platforms like BrowserStack. With a real device cloud of 3000+ browsers and devices, testers can check how the website functions in real-world conditions and get 100% accurate results.

4. Ensure Optimum website speed



Websites that load slowly are a major turn-off for visitors, plain and simple. In fact, studies have shown that even a one-second stay in page load time can result in a 7% decrease in conversions. Yikes! That's why it's important to ensure your website is running at its best. Luckily, there are plenty of free resources out there to help. Sites like GTmetrix, Pingdom, and Google PageSpeed Insights give you a deep dive into how your website performs, including page load time, time to first byte, and the number of requests being made. These metrics give you a clear picture of where your website needs a little boost and can help you make updates that'll keep your website speedy.

5. Double-check Cross-Device Appearance

A website that looks great and functions properly on any device is crucial in today's world, where everyone is accessing the internet on their phones, tablets, laptops, and desktops. With a responsive design, your website will automatically adjust its layout to fit the device's screen size, providing an optimal viewing experience. You don't want your website to look squished and unreadable on a smaller device or have important elements cut off on a larger screen. That's why it's so important to double-check how your website looks on different devices before launching. You can use tools like BrowserStack to test your website on various devices and browsers and ensure that everything looks and works as it should.

6. Image Optimization

Optimizing your images can significantly improve user experience, SEO, and site speed. Bulky, unoptimized images can slow down your site and make it harder for search engines to crawl, negatively

affecting your SEO. On the other hand, optimized images will load faster and provide a smoother experience for your visitors. Several free resources are available to help you compress your images, such as TinyPNG and Compressor.io. These tools can reduce the size of your images without sacrificing quality, so your pages will load faster, and your visitors will have a better experience on your site. So before you hit publish, take a few minutes to optimize your images and ensure your site is the best it can be!

7. Google Analytics integration

Integrating your website with Google Analytics and setting up a Google Search Console account is essential before launching your site. Google Analytics helps you track your website's traffic and gain insights into visitors' behavior, such as what pages they visit and how long they stay on your site. This information can help you make informed decisions about improving your website and increasing engagement. Besides that, Google Search Console helps you monitor your website's performance on Google and ensures that your site appears in search results correctly. It also alerts you of any potential issues with your site that may affect your visibility on Google. By setting up these two tools, you'll be able to track your website's success and make improvements that drive traffic and engagement. Don't launch your site without them!

8. Double-Check SEO essentials



A rock-solid SEO strategy is the way to go to go beyond boundaries! By putting in the effort to optimize your site, you can significantly impact your visibility and bring in more traffic.

According to HubSpot's 2022 Marketing Report, 64% of marketers invest in SEO, and 25% of companies prioritize mobile optimization as their main SEO tactic.

To ensure your website is search engine friendly, here are some important SEO points to keep in mind before launch:

1. Utilize semantic tags, like h1-h6 and HTML5 semantic tags, to structure your content and improve SEO and accessibility.
2. Make sure your meta titles and descriptions accurately describe your page content and include keywords, but don't forget to make them readable for human visitors.
3. Avoid broken links, as they negatively impact your SEO score.
4. Check with Google Webmaster Tools to ensure your page is being fetched correctly by Google.
5. Aim to rank on the first page of SERPs to be in the top 5 results.
6. Ensure your web pages have correct OpenGraph tags for optimal social sharing.
7. Add schema markup. It tells the search engines what your data means and helps them represent it more user-friendly. You can tell search engines much more about your content using the special microdata language.

9. Double Check Security Measures



In today's digital age, website security is more crucial than ever. Here are a few must-have measures to ensure your website is secure before launch.

- **SSL Certificate:** If your website collects sensitive user information like financial data, personal details, etc., it's essential to have an SSL (Secure Socket Layer) certificate.
- **Anti-malware Plugin:** Protect your website from malware threats by installing an anti-malware plugin and regularly checking its effectiveness.
- **HTTPS Only:** Most major browsers flag websites without HTTPS as "Not Secure," which could cause users to leave immediately. Ensure your website uses HTTPS and redirects from HTTP to HTTPS to keep user data secure.

10. Ensure site Backup is in place



A website backup before launch is essential in case of unexpected events such as technical malfunctions, hacking attempts, or data corruption. A backup provides peace of mind and ensures that you can quickly restore your website if something goes wrong.

Backup Options for WordPress Websites:

- **Free Options:**
 - **UpdraftPlus** - a popular and well-reviewed plugin that offers scheduled backups to various storage solutions.
 - **Jetpack** - a comprehensive security and performance plugin that includes website backups as part of its premium plan.
- **Paid Options:**

- BackupBuddy - a premium plugin that provides real-time backups, site migration, and restores.
- VaultPress - a paid service that provides automatic and real-time backups, security scans, and restore options.

Regardless of your choice, it's essential to regularly back up your website to protect your data and ensure business continuity.