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Website Pre-Launch Checklist

25 points to check before and after launch so your site ranks on Google and brings customers.

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Goals & planning

- ☐ Defined the main goal (calls, bookings, sales).
- ☐ Know your audience and their questions.
- ☐ Listed pages and features.
- ☐ Identified the keywords customers search.

Domain & hosting

- ☐ Domain registered in your name.
- ☐ Fast hosting with backups.
- ☐ SSL enabled and every page on HTTPS.
- ☐ Professional email on your domain.

Design & content

- ☐ Comfortable mobile-first design.
- ☐ Main call to action visible on every page.
- ☐ A dedicated page per service.
- ☐ Compressed images with alt text.
- ☐ Correct phone and WhatsApp details.

SEO

- ☐ Unique title and description per page.

- [ ] Valid sitemap.xml and robots.txt.
- [ ] Structured data for business and FAQs.
- [ ] Google Search Console connected.
- [ ] Google Business Profile created.

Testing before launch

- [ ] All links and forms work.
- [ ] Good PageSpeed results.
- [ ] Tested on several phones and browsers.
- [ ] Privacy policy and terms published.

After launch

- [ ] Analytics tracks calls and requests.
- [ ] A monthly content plan.
- [ ] Monthly review of numbers and improvements.

Need help?

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