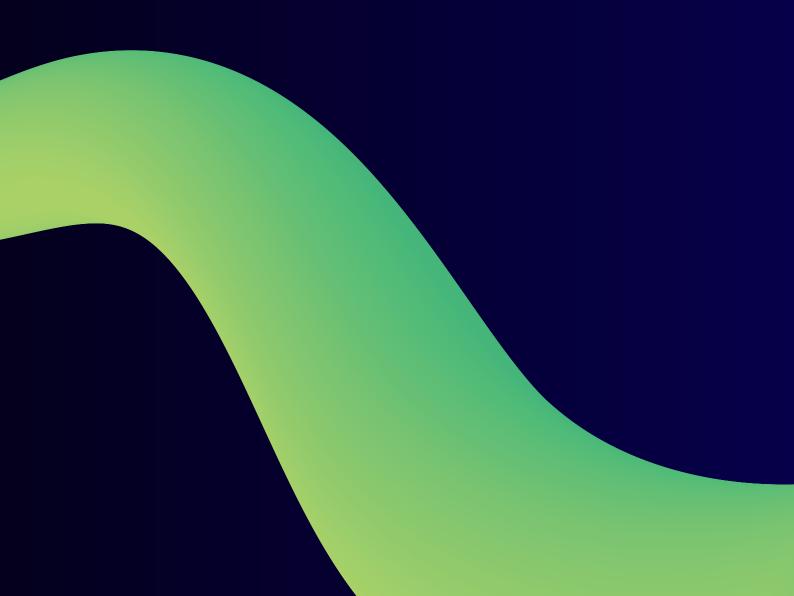
# The Complete Website Launch Checklist





### **Content Review**

D	Proofread All Content
	Ensure there are no typos, grammatical errors, or factual inaccuracies.
D	Check Images and Media
	Ensure all images, videos, and other media files are correctly displayed and optimised for web use. * Additional content or blog to help with this
	Update Metadata
	Verify that all page titles, meta descriptions, and ALT tags are correctly filled out for SEO purposes.
	Remove Test Content
	Delete any placeholder content or test data



# Design and User Experience

out for SEO purposes. Check out our Blog

	Cross-browser Testing
	Test your website on multiple devices (mobile, tablet, desktop) and browsers to ensure responsiveness.
	Tip: BrowserStack is a great tool to check across as many browsers as possible
D	Navigation and Links
	Ensure all menus and links are intuitive and working correctly.
	Accessibility

Verify that all page titles, meta descriptions, and ALT tags are correctly filled



# **Functionality**

	Forms
	Test all forms (contact forms, sign-up forms, etc.) to ensure they submit correctly and all necessary fields are included.
	Top tip: Check you are communicating how to use the form correctly and that any error messages are clear for the user.
	E-commerce
	If applicable, test the entire shopping process from product selection to checkout and payment.
D	Integrations
	Ensure all third-party integrations (e.g. CRM, email marketing, analytics) are working correctly.



## **SEO and Analytics**

# Perform an SEO audit to check for issues such as broken links, duplicate content, and missing metadata. Top Tip: A free tool that can help with SEO recommendations is Screaming Frog.

### Set Up Analytics

Install and configure analytics tools to track website performance.

Top tip: We recommend GA4 and HotJar as a minimum.

#### Submit Sitemap

Submit your XML sitemap to search engines like Google and Bing.out for



# Security

	SSL Certificate
	Verify that your SSL certificate is installed, and your website is accessible via HTTPS.
	Backups
	Install and configure analytics tools to track website performance
D	Security Plugins
	Install and configure any necessary security plugins or software to protect your site from threats.

Top tip: WordFence or Solid Security



# Legal and Compliance

#### Privacy Policy

Ensure you have a privacy policy that complies with relevant regulations (e.g., GDPR, CCPA).

#### Cookies

Implement a cookie consent banner as required by law.

Top tip: Ensure acceptance is given by the user before any nonessential cookies are added to the user's browser - or you may get fined.



### **Final Preparations**

### DNS Settings

Plan for any DNS changes and propagation time if the website is moving to a new domain or server.

Top tip: This can take up to 48 hours, so make sure you plan enough time for this!

#### □ Enable Caching

Implement caching solutions to improve load times.

Tip: For WordPress websites, the best plugin can vary based on how the website was developed and where it is hosted. But as a rule we recommend WP-Rocket. For all websites (including WordPress), we would recommend a CDN such as CloudFlare



### BONUS Post-Launch

	Monitor Analytics
	Regularly check your analytics to track performance and identify any issues.
D	Customer Feedback
	Set up mechanisms to collect and respond to customer feedback

### Ongoing Maintenance

Plan for regular updates, backups, and security checks to keep your website running smoothly.

Monitor Google Search Console for any indexing issues

Top Tip: At WebBox, we offer a selection of Support Plans to meet our clients' needs. These provide flexibility for clients and allow us to demonstrate our values of being "Relentlessly Responsive" and "Proactively Ambitious". We have put this document together to support our Free Webinar - <u>Redesigning Your Website:</u> <u>Strategies and Considerations - Launch</u> <u>Checklist</u>



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