




85 Things to Check Before, During and After Launching a Website

Website Launch Checklist




Launching a website is a challenging process with many moving parts. To simplify the website launch process for you and alleviate any doubt and “what if” scenarios, we have put together a comprehensive list detailing everything you need to do before, during and after launching your new website. Keep reading to learn more!




WEB HOSTING/ DOMAIN/ PLUG INS 	
<input type="checkbox"/>	1. Did you make arrangements for website hosting for your new/relaunched website?
<input type="checkbox"/>	2. Did you check with your web host if they support the platform and code versions your new website contains? (i.e. If you are building a Wordpress site with PHP code, make sure the host supports Wordpress and whatever version of PHP code your developer used. This should be a conversation between your web developer and the hosting company’s tech support.)
<input type="checkbox"/>	3. Did you back up your old site before removing it from the server? It’s always good to have a back up on a hidden server in case you need to look up old content.
<input type="checkbox"/>	4. Do you have access to your Cpanel /hosting password(s)?
<input type="checkbox"/>	5. Do you know where your website domain/URL is registered?
<input type="checkbox"/>	6. If you answered yes to the above, do you have access to your domain registrar password? (i.e. GoDaddy)
<input type="checkbox"/>	7. If switching hosting or changing the URL of your new website, did you check if the DNS settings at the Domain Registrar are pointing to the correct hosting account?
<input type="checkbox"/>	8. Do you have your wordpress password(s)?
<input type="checkbox"/>	9. Have you set up all the team members who will have admin access to Wordpress or to your CMS system? TIP: Decide who you want to give editor versus admin access to.
<input type="checkbox"/>	10. Did the web developer purchase or use any special plugins on the website which require maintenance or ongoing payments or support? i.e. forms plug ins, language/ translation plug ins. If so, have them document these as well as any logins associated with them in case you need to update them in the future or deal with the plugin vendor/ developer.
<input type="checkbox"/>	11. If switching hosting companies or domain registrars, have you checked how your company email service (ESP)? Most commonly Gmail or Microsoft Office 365 will be affected. DNS changes can potentially disrupt or disable your business email services. Make sure you know where the email settings are housed and that your IT/Email administrators are aware of the hosting changes and make any updates accordingly.
<input type="checkbox"/>	12. If you’re planning to do a before and after case study (or show your site launch and all the changes within your company), did you take a screenshot of the old site before you took it down?
<input type="checkbox"/>	13. Have you arranged for some internal training on Wordpress (or on your CMS of choice) for your team so that they know how to update and edit the site?
<input type="checkbox"/>	14. If your website is going to accept payments, have you done a test run of each step in the purchase/payment process, including the thank you page?

<input type="checkbox"/>	15. If your site includes ebook/white paper downloads, newsletter sign-ups and email notifications, have all these forms been tested so that the website administrator knows where the submissions go and that sales people (or others in the company who receive contact form leads/submissions) are successfully receiving them in their email?
<input type="checkbox"/>	16. Have you minimized all the images on the site to make the site speed faster and optimize load time?
<input type="checkbox"/>	17. Have you run a PHP compatibility checker (or had your developer run one) to make sure all the plugins work well with each other and detect any potential issues?
<input type="checkbox"/>	18. Have you configured a permalink structure to make sure your website URLs look like this: yourwebsite.com/blog/apple-pie-recipe and not this, yourwebsite.com/public/2018/post=3463452 This helps Google crawl your site more easily, as well as make your website more visible in search engines. It also makes your site much more user-friendly for visitors.

WEBSITE CONTENT

<input type="checkbox"/>	19. Is your website's on-site search tool working smoothly and accurately?
<input type="checkbox"/>	20. Is your site navigation bar working? Are all the menus linked to the correct items? Have you tested the navigation in mobile and made sure it displays correctly?
<input type="checkbox"/>	21. Is a favicon loaded to root directory of your website? A favicon is the small logo or icon that appears on website tabs when someone is viewing your website.
<input type="checkbox"/>	22. Is all text free from spelling errors? Having a website free of spelling errors increases your level of professionalism and trust in the eyes of a viewer of your website.
<input type="checkbox"/>	23. Do all pages have content? It's important to ensure that you're providing valuable information to the reader and that no pages are lacking content, contain placeholder text or are blank.
<input type="checkbox"/>	24. Has the website been checked against editorial guidelines? You can reference the AP Stylebook – a must have resource for writers and professionals.
<input type="checkbox"/>	25. Are the comments/placeholder/lorem Ipsum texts removed?
<input type="checkbox"/>	26. Are any stock photo/placeholder pictures removed?
<input type="checkbox"/>	27. Is the 404 page included/designed? A 404 page is an online page where you find yourself after clicking on a link that is broken and therefore no longer available.
<input type="checkbox"/>	28. Have you set up meta-tags for all of your website pages? Meta tags are strings of text that describe a website page's content; these tags don't appear on the page itself, but only in the page's source code and have a big effect on the overall SEO of your website.
<input type="checkbox"/>	29. Are Alt and Title tags for all images added for every page? Commonly called 'alt tags', 'alt text', and or 'title tags', these small snippets of text allow you to add descriptions to your website images which contribute to great SEO and accessibility for website users.
<input type="checkbox"/>	30. Are H1s-H4s created? H1s and H4s are types of header tags in your website copy. Including H1s and H4s is part of website SEO best practice.
<input type="checkbox"/>	31. Do all links in the nav bar (main nav and header nav) link properly? Are the drop-down menus built?
<input type="checkbox"/>	32. Are all the footer nav links linking properly (both homepage template and sub-page template)?
<input type="checkbox"/>	33. Are "Share" links added to the footer? Allowing viewers to publicly share your content (i.e. blog posts) increases your website visibility and helps you grow your audience.

<input type="checkbox"/>	34. Are your organization's social networking logos and links added to your website? TIP: we recommend adding social icons to the top or left side of your pages – this is how users naturally read website content.
<input type="checkbox"/>	35. Is the JavaScript (or Flash) on the homepage programmed and working properly (if applicable)? Javascript/Flash are platforms for viewing multimedia content, rich Internet applications, and running audio & video – depending on the content of your website you may require JavaScript or Flash.
<input type="checkbox"/>	36. Does the logo link to the homepage from every page on site? Your logo linking to the home page improves UX and makes navigation of the website much easier for users.
<input type="checkbox"/>	37. Are all the info boxes and Call-To-Actions on the homepage linked to their pages? Double-check to ensure all links and buttons are linked correctly.
<input type="checkbox"/>	38. Is the Site Map built? Submitting a site map to Google improves the crawling speed of your website.
<input type="checkbox"/>	39. Is Wordfence or a similar anti-virus/anti-hacking plugin installed on your website?
<input type="checkbox"/>	40. Is Updraft Pro or a similar backup plugin installed on your website?
<input type="checkbox"/>	41. Is Pingdom installed for site monitoring? Pingdom is a plugin that monitors your website's speed and overall performance.
<input type="checkbox"/>	42. Does your website have a blog or news section to help build up SEO relevant content to rank you higher on search engines?
<input type="checkbox"/>	43. Does your website have a subscribe form so you can collect leads?
<input type="checkbox"/>	44. Does your website have a lead magnet such as an eBook, interactive quiz, or "gated" video to entice visitors to register and become leads?
<input type="checkbox"/>	45. Do you have any video content on your website? Adding video makes your website more engaging to the user.
PROMOTE YOUR WEBSITE 	
<input type="checkbox"/>	46. SEO – Is your website showing up on page 1 of Google for your desired keywords?
<input type="checkbox"/>	47. Paid Advertising – Do you have paid ad campaigns planned that coincide with your website launch?
<input type="checkbox"/>	48. Email Campaigns – Do you have an email campaign planned to inform your network/ mailing list of your new website launch?
<input type="checkbox"/>	49. Social Media – Do you have social posts planned to announce your website launch?
MOBILE RESPONSIVE 	
<input type="checkbox"/>	50. Has the website been tested in all major browsers via Adobe browser Lab and/or IE Tester (IE7, IE8, Safari, Firefox, Chrome)?
<input type="checkbox"/>	51. Has the website been tested on mobile devices such as iPhones, Androids and tablets? Fortunately, you can use Google's own tool, Google's Mobile-Friendly Test to test these aspects.
SEO & ANALYTICS 	
<input type="checkbox"/>	52. Have you created a Google Search Console tools account and linked the site?

	53. Have you set up an SEO plugin on your website to manage SEO metatags (such as titles, meta descriptions and keywords) and site maps?
	54. Have you added a site map on your website's back end in order to submit to Google?
	55. Have you added a robots.txt file on your website's back end, in order to submit to Google?
<input type="checkbox"/>	56. Have you created a Google Analytics account & linked the site?
	57. Have you set up and installed a Google Data Studio dashboard for at-a-glance website analytics?
<input type="checkbox"/>	58. Is Google Tag Manager installed and configured?
<input type="checkbox"/>	59. Are Open Graph tags included across website and appropriate? Open graph tags are snippets of code that determine how your website URLs are displayed when shared on social media platforms.
<input type="checkbox"/>	60. Have you submitted all new pages to Google Search Console for crawling? This will speed up the process of your pages being indexed by Google.
<input type="checkbox"/>	61. Have you set up website redirects from all of your old pages to point to the new pages? If somebody stumbles upon a link to an old page they will be redirected to the new one.
<input type="checkbox"/>	62. Have you conducted a Google speed test ? Having a fast loading website greatly benefits your SEO score.
SECURITY 	
<input type="checkbox"/>	63. Is the SSL Certificate installed? Have you ever noticed that some websites start with http:// and others start with https://? The extra "s" means the website has an SSL certificate. A "Secure Sockets Layer" or SSL certificate ensures that your connection to that website is secure and encrypted.
<input type="checkbox"/>	64.
FORMS 	
<input type="checkbox"/>	65. If there are mailto forms, are they coded, tested, validated, and confirmation page built?
<input type="checkbox"/>	66. Are your website forms submitting properly?
<input type="checkbox"/>	67. Are all forms linked to landing pages?
<input type="checkbox"/>	68. Have all form fields and logic been tested?
<input type="checkbox"/>	69. Are forms sending to the correct recipient?
<input type="checkbox"/>	70. Do forms have a confirmation/thank you email set up that goes to the company administrator or sales contact so that a team member gets the form once it is submitted?
<input type="checkbox"/>	71. Do forms have thank you pages set up?
<input type="checkbox"/>	72. Do all forms have notification and confirmation emails set up?
COMPLIANCE 	
<input type="checkbox"/>	73. Web pages offer accessibility for users with disabilities (WAI-ARIA/AODA).
<input type="checkbox"/>	74. Does the web page announce if cookies are used? (this is required in some countries).

<input type="checkbox"/>	75. Is your website compliant with usage rights for purchased or borrowed code, images, and fonts?
<input type="checkbox"/>	76. Is your website PCI compliant (if you're storing and processing credit cards). Learn more about PCI compliance here .
LEGAL	
<input type="checkbox"/>	77. Have you added an opt-in plug in for GDPR (privacy opt-in for any cookies on the site)?
<input type="checkbox"/>	78. Do your online forms ask for CASL (Canadian Spam law) compliant opt-ins to give you permission to contact leads later by email or text message?
<input type="checkbox"/>	79. Does your website have a lawyer reviewed Privacy Policy and Terms and Conditions linked in the footer?
POST LAUNCH ACTIVITIES	
<input type="checkbox"/>	80. Are you adding SEO citations (i.e. adding the site to directories, and getting authoritative backlinks)?
<input type="checkbox"/>	81. Are you building in-bound links?
<input type="checkbox"/>	82. Have you looked into Paid Ads from Google to help drive traffic for your site?
<input type="checkbox"/>	83. Have you looked into Paid Ads from Facebook to help drive traffic for your site?
<input type="checkbox"/>	84. Have you looked into Paid Ads from LinkedIn to help drive traffic for your site?
<input type="checkbox"/>	85. Have you looked into sponsoring posts from Instagram to help drive traffic for your site?



Our Full Circle Marketing Strategy

Full Circle Marketing

Attract and retain new clients. We help you build a thriving practice with our 12-point, multi-channel marketing system.



Full Circle Digital Marketing is napkin marketing's new 360 degree client acquisition system- a holistic marketing program focused on attracting and delivering a consistent flow of targeted web traffic, customers and leads to your business by employing multiple marketing strategies simultaneously, setting up automated sales funnels and tracking performance along the way. It's the opposite of what businesses usually do – which is randomly trying different marketing tactics, throwing spaghetti at the wall and hoping it sticks, or putting all their eggs in one basket, or marketing strategy.

Full Circle Marketing gives you the ability to be everywhere your target customer is, reaching them on multiple platforms whether they are searching for their solution on Google, on your email list, connecting with you on social media and much more. Your message connects with the right customer, at the right time and with a relevant message to their pain point.

12 Key Component of Full Circle Marketing

1. Marketing Strategy & Sales Funnel Design
2. Website Design
3. Organic/ Foundational SEO
4. Local Search
5. Reporting and Analytics
6. Reviews and Reputation
7. Google Ads/ Pay Per Click
8. Retargeting
9. Landing Pages
10. Lead Magnets
11. Email Marketing
12. Social Media Marketing

Watch this video to learn more about Full Circle Marketing

Full Circle Marketing:
12 Must-Have Digital Marketing Elements for Driving New Clients Leads to Your Website



The diagram illustrates the 'Full Circle Marketing System' as a central hub with three main segments: ACCELERATOR, BASIC, and GROWTH. Each segment is connected to specific marketing components:

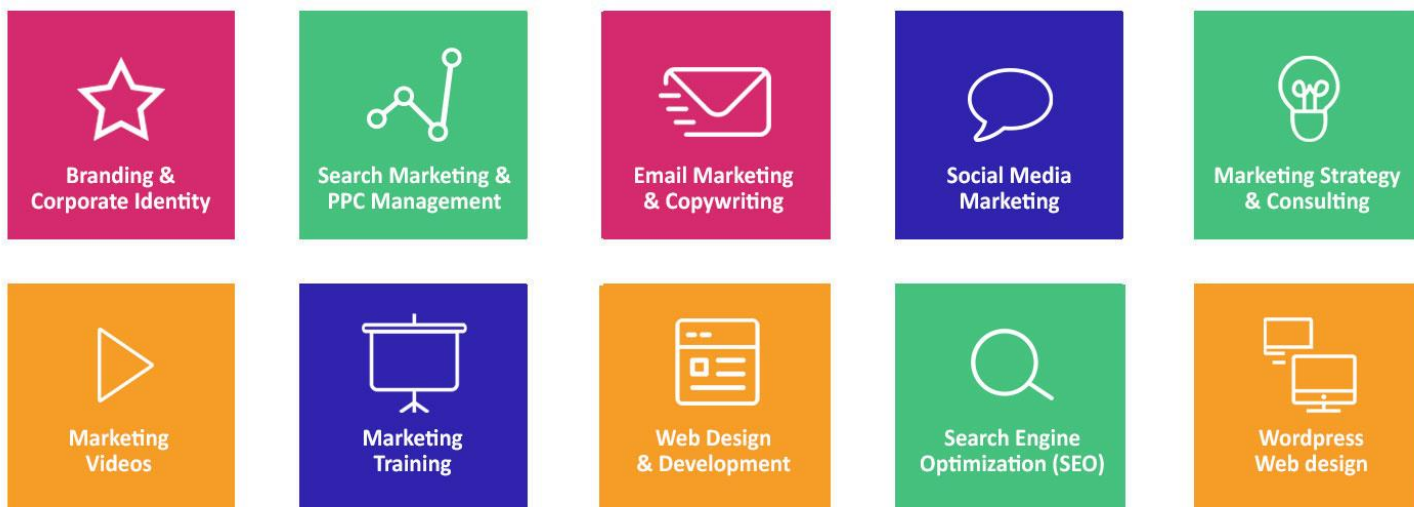
- ACCELERATOR (Purple):** Social Media Marketing, Strategy, Website Design.
- BASIC (Teal):** Organic/ Foundational SEO, Local Search.
- GROWTH (Red):** Reporting & Analytics, Reviews & Reputation, Google Ads/ Pay Per Click, Retargeting, Landing Pages, Lead Magnet, Email Marketing.

Need help with your web project?

Launching a new website can be a tedious task, but you can alleviate some of the stress by using this comprehensive website launch checklist. If you believe that your organization is not properly leveraging the power of digital marketing & SEO. Or, if you are unhappy with the results you are receiving with your current digital marketing provider, get in touch with us and arrange a marketing strategy session with our marketing experts.

We make it easy to build a professional website and start turning leads into sales. The sooner you contact us, the better! We'll take care of everything: from setting up your web hosting account (or domains), installing WordPress on them—all with no hidden costs or commitments; we only want what's best for our clients. So if this sounds like something that could help push forward those goals then contact one of napkin marketing's experts to get started today!

Our services include:



CALL NOW: 289.842.7180 ext. 700 or TEXT 289.842.7180

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