



Your Website Pre-Launch Checklist

Getting ready to launch a new site? Updating an existing site? Your website has many parts, both on the front- and back-end, that can contribute towards high ranking on search engines and a favorable user experience.

Make sure these steps are in place before launching your site, or to optimize your current site!

CREATE / SET UP:

- Create your homepage so that it's informative, easy to navigate, and has a way for visitors to contact you
- Set your site icon/favicon (the little logo that appears on the tab in your browser bar)
- Customize your permalinks
- Create a custom 404 page to help when someone gets lost while searching your site
- Check SEO titles and meta descriptions
- Have a backup method, secure off-site storage for those backups, and know how to reinstall from a backup if needed

DELETE / DEACTIVATE:

- Remove extra content such as sample posts and pages
- Uninstall unused plugins which can slow down your site
- Replace the 'Just Another Wordpress Site' tagline with something relevant to your site

INSTALL / ACTIVATE:

- Make sure you have appropriate Privacy Policy, Terms & Conditions, and Cookie Policy pages on your site
- Activate SSL certificates and enable HTTPS for security
- Include a dedicated email sending service plugin for enhanced deliverability

TEST:

- Double check your admin email address to get site notifications and error messages
- Make sure all of your forms work, that the fields are labeled properly, and that submissions go where directed
- Test all links, navigation items, widgets, and buttons
- Preview your site on different browsers, and on different devices including desktops, tablets and mobile phones