

SEO Pre - Launch Strategy

Best SEO Tips for pre launch site

- ☐ Content review/analyzing: Determine what should stay, be repurposed, or go
- ☐ 301 redirects: Set up a spreadsheet of redirects to be implemented at launch
- ☐ Page titles & meta descriptions: Get these setup and ready to rock
- ☐ On-site optimization: Optimize headings, images, social sharing settings
- ☐ Bot check: Make sure you're blocking appropriate pages from indexing
- ☐ XML sitemap: Create & submit one in Google Search Console
- ☐ User experience: Make sure your site loads quickly, is secure, and works well
- ☐ Duplicate content: Check for any on your site
- ☐ Google Search Console & Analytics: Get these two indispensable tools set up!