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!

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