

# Website Pre-Launch Checklist



- ☐ CONTENT- Check grammar and spelling.
- ☐ W3C- Ensure site is W3C compliant View on multiple browsers.
- ☐ SEO- Ensure SEO meta data is included on all pages/posts. Ensure site visible to search engines.
- ☐ SITEMAP- Don't forget to create and publish a sitemap.
- ☐ GOOGLE WEBMASTER- Submit your site to Google WEBMASTER Webmaster Tools.
- ☐ 404 PAGES- Ensure you have 404 pages and that they work.
- ☐ LEGAL PAGES- Have a privacy policy, terms and PAGES conditions and disclaimer(s).
- ☐ CONTACT- Have a contact page. If using a contact form, test it.
- ☐ SOCIAL MEDIA- Provide links to your social media web properties.
- ☐ NAVIGATION MENUS- Test navigation. Get feedback on ease of navigation.
- ☐ LINKS- Test all internal and outbound links. Broken links = BAD
- ☐ LOAD SPEED- Upon launch, test load speed. Improve if > 2 seconds.