

WEBSITE LAUNCH CHECKLIST

Steps to Prepare	Notes
★ Create a domain name that is easy for users to type & remember {avoid abbreviations, _'s & -'s}	
★ Decide ahead of time what your site map will be & what color palette fits your message/brand. Keep it simple & keep it relevant to your intended visitors. Research other sites for inspiration.	
★ Research the best platform & hosting service to meet your needs & consider hiring a website designer/builder to ensure your vision is executed properly.	
★ Avoid any auto-plays on media as it can ruin a user's experience, especially if someone is visiting using a computer in the work place.	
★ Avoid using CAPS & serif fonts in your body text. Stay away from light colored fonts on a dark background and keep the font size 14-18 pt for body text to ensure for easier reading.	
★ Keep a spreadsheet with all login info for the back-end & hosting services, as well as all plugin registrations. Include renewal dates, renewal costs, & set reminders to avoid out-dated info on pages.	
★ Have a clear Call To Action on your homepage to direct visitors easily throughout the site.	
★ Enlist a third party to check all grammar/spelling & test all links in all browsers and on all devices. Bonus: offer a survey to get additional feedback.	
★ Display links to social media accounts you are regularly active on at the bottom of each page, as to not distract from the user experience by placing them at the top of the pages.	
★ Embed a sign-up form to your newsletter with a clear description of what they can expect from it.	