

# Website Pre-Launch Checklist

*Launch your template-built website with confidence.  
Use the checklist below to ensure you're covering all the bases before your new site goes live.*

## Design

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- Colors are customized and easy to follow.
- Fonts fit your brand and are easy to read.
- Branding elements, like colors, logos, taglines, and images are included.
- Favicons have been created and uploaded.
- Copyright date is accurate and set to automatically update.
- Site layout is user-friendly.
- Logo is in header and links to the homepage.

## Development

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- Everything works correctly.
- Site is responsive.
- Site has been tested on all common browsers (Chrome, FireFox, Internet Explorer, Safari, etc.)
- Site loads fast; ideally in four seconds or less.
- Custom 404 Error page is working.
- Redirects are working.
- Accessibility for colorblind and those using screen readers has been tested.
- Backups are set to run automatically and are working.

## Content

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- Lots of well-organized and helpful information has been uploaded.
- Blog is ready to go and has a few posts lined up (aim for 16+ per month!).
- Multiple forms of content are being leveraged (words, infographics, videos, podcasts, etc.).
- All written content has gone through spelling and grammar checkers.
- All links work properly.
- Legally-required pages are in place (TOS, Privacy, Industry & Location-specific pages)

## Search Engine Optimization (SEO)

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- Keywords have been researched and integrated.
- Titles and headers are used.
- Meta tags are in place and compelling (title, description).
- Alt image tags are being used.
- Domain name is reserved.

## Communication

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- Contact info appears above the fold and a detailed contact page is present.
- Calls-to-Action (CTAs) are in use on every page.
- Contact forms are working properly.
- Social media links are in place.

## Analytics & Data

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- Google Analytics is integrated and working.
- Google Search Console is integrated and working.

## Security

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- Site is set up as HTTPS with an active security certificate.
- Security measures are in place (firewalls, malware scanners, etc.).

## Work with a Pro

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Setting up a template-built website is less expensive than a custom-built one and can be launched quicker, but it's still a complex process. If you need help getting yours up and running, contact JJ Social Light for a free consultation.