

8

POINT WEBSITE LAUNCH CHECKLIST

Are you building a new website with plans on marketing and sending traffic to that website? If so, there are several things you'll need to do when you launch the new website, that will put you and your website in the best position to be successful. This is a short 8 Point Website Checklist from Marion Marketing.

1 CHECK WEBMASTER TOOLS

First thing first, make sure the website is registered with the search engines with you being owner. Google and Bing need to have you as the website owner so you can receive messages about links, errors or even manual penalties. Once registered, complete the configuration. Add your target country and the preferred version of your domain...www or not. Most importantly, submit your sitemap.

☐ Google Search Console Setup

☐ Target Country Selected

☐ Domain Version Selected

☐ Sitemap Submitted

☐ Bing Webmaster Tools Setup

2 CHECK THE WEBSITE CONTENT

Check all of the content on the website. Read all of the content and have someone else read it too. You're looking for grammar errors and misspellings. While going through each page. Click every menu item, social link, internal link and external links. Click everything.

☐ Content Proofread

☐ Links Clicked

☐ External Links Open New Window

3 CHECK FUNCTIONALITY

Check the functionality of the website. Last thing you want to do is send traffic to a website that isn't functioning properly. Make sure your cart works and people can checkout. Confirm that the contact forms are actually submitting and going to a conversion page. Check that the email optin for the newsletter is working also. Make sure any special features used by the website visitors like design tools work also.

☐ Shopping Cart Works

☐ Contact Forms Submit

☐ Email Optin Adds Subscribers

4 CHECK SEO

You must complete a basic SEO check. Your SEO person should go into a full audit. At the very least, check and make sure all the pages have optimized page titles. Break up long blocks of content with relevant keyword rich headers. Verify that all images have been tagged correctly. Lastly, confirm that the company contact information (Name, Address and Phone) is visible and consistent with what you have on Google My Business, Bing Places, Yelp and Facebook.

☐ Pages Have Optimized Titles

☐ Pages Have Meta Data

☐ Images Are Optimized

☐ N.A.P Are Consistent and Prominent

5 CHECK ANALYTICS

Tracking and monitoring website engagement is a must. You must understand where the traffic comes from, what they did while on the site and more importantly, which traffic source converts the best. While setting up Analytics, be sure to set goals for phone calls, form submissions, email optin's, and purchases.

☐ Google Analytics Setup

☐ Goals Created

☐ Adwords Audience Created

6 CHECK YOUR HOSTING AND URL STRUCTURE

Make sure all of the URL's are search engine friendly. Confirm that any pages or posts that may have changed have been redirected to the new URL. Also, get an SSL certificate and put your site on a secure server.

☐ URL's User Friendly

☐ 301 Redirects Functional

☐ SSL Certificate Used

7 CHECK THE BROWSERS

Check Chrome, Safari, Firefox, Internet Explorer and Edge. Check them on Android, IOS, Windows and Mac. Website visitors will get to your site from various sources and devices. You want to make sure the experience is the same.

☐ Web Browsers (Windows & Apple)

☐ Mobile Browsers (Android & IOS)

8 CHECK THE GOOGLE TEST

Check the Google Page Speed Test and the Mobile Friendly Test. It's important to know how Google sees and rates your website.

☐ Google Page Speed Test

☐ Google Mobile Friendly Test

If this is a new website, or a redesign, and you've covered these 8 basic website launch points, you'll be in good shape to proceed with marketing. Contact us for a full website audit.

MARION

HOUSTON

7026 Old Katy Road, Suite 249
Houston, TX 77024
713.623.6444

AUSTIN

2600 E. Cesar Chavez
Austin, TX 78702
512.522.6197

www.marion.com