

Website Launch Checklist

25 Essential Steps
to Launch a High-Performing Website



Introduction







A professional website is one of the smartest investments for your business. This checklist guides you through planning, design, development, and launch—so you can launch with confidence and avoid costly mistakes.

The Checklist





Phase 1 - Planning




1. Define your primary goal (lead generation, sales, booking, etc.)
2. Identify your target audience and ideal customer
3. Define your primary goal (lead generation, sales, booking, etc.)
4. List all pages needed (Home, About, Services, Contact, etc.)
5. Set your brand colors, fonts, and logo guidelines
6. Gather all content (text, images, testimonials)
7. Research 3 competitor websites for inspiration

Phase 2 - Design & User Experience




-  8. Create a clear site structure and navigation
-  9. Design a mobile-responsive layout
-  10. Ensure fast loading times (<3 seconds)
-  11. Add clear Calls-to-Action on every page
-  12. Include trust signals (testimonials, logos, guarantees)
-  13. Optimize for accessibility (alt text, contrast, etc.)
-  14. Integrate contact/booking forms
-  15. Plan SEO-friendly URLs and meta titles

Phase 3: Development & Testing

-  16. Build or set up the website
-  17. Add analytics (Google Analytics)
-  18. Connect email marketing / CRM tools
-  19. Test all forms and links

-  20. Test on multiple devices and browsers
-  21. Check security (SSL certificate)
-  22. Optimize images and enable caching

Phase 4: Launch & Growth

-  23. Set up Google Search Console & Business Profile
-  24. Create a launch announcement plan (social, email, etc.)
-  25. Schedule regular maintenance and updates

Final Note

Congratulations!

You now have a strong foundation. Need expert help turning this checklist into reality? Book a free assessment with our team.