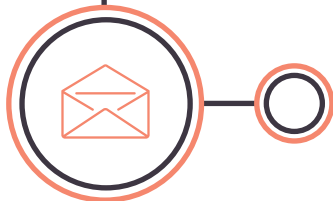


The Essential Website Launch Checklist for Your Website Redesign



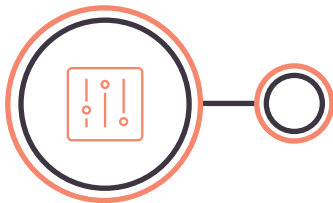
Review Copy & SEO for Website Launch

- Copy-editing - we cannot stress this enough!
- Place page titles, meta descriptions, and image ALT text
- Create legal pages and link in footer



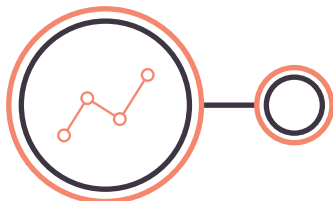
Inbound Marketing & Email

- Move email automation
- Connect lead capture tools
- Place internal links



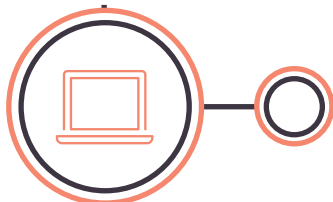
Quality Assurance & Usability Testing

- Test across multiple browsers and screen sizes
- Run speed tests
- Test form submissions and notifications
- Place favicon
- Check your 404 pages



Website Tracking & Technical Launch Items

- Install website tracking codes
- Redirect old urls to new urls, and check 301 redirects
- Check your XML sitemap and robots.txt file
- Check NAP with Schema
- Wordpress plugin audit
- Confirm your SSL
- Point your DNS to new pages and test all site links
- Submit your site to search consoles and online directories



Launch your Redesigned Website!