

# The Essential Website Launch Checklist

## for Your Website Redesign



### Introduction

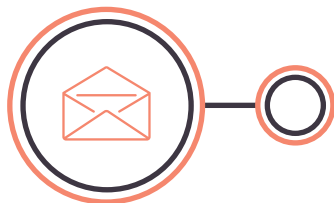
Redesigning a website can be an all-consuming, taxing, and extremely complex process. If you have reached the point where your fresh, new site is ready to be launched, you want to make sure you are fully prepared. The process can seem daunting and it's easy to feel as if something will be overlooked. Playing the 'what-if' game in your head is never fun. There are a million different rabbit holes you can get lost in that make it seem as if you'll never be fully ready to launch.

Have no fear! Let's do this thing together. Our team put together a complete website redesign launch checklist to make sure that nothing gets lost. Our list includes everything from quality assurance, usability, technical items, copy, inbound marketing best practice, and more. These details are critical to ensure a successful launch. We hope you'll start here and find the launch process a bit smoother than expected.



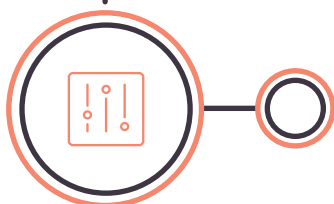
## **Review Copy & SEO for Website Launch**

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



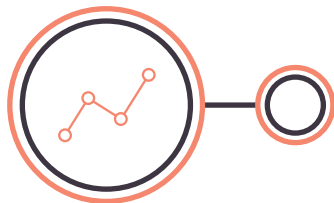
## **Inbound Marketing & Email**

- Setup email integration, if fitting
- Connect lead capture tools, like forms and CTAs
- Place internal links



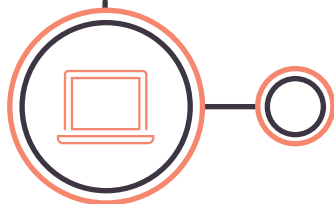
## **Quality Assurance & Usability Testing**

- Test across multiple browsers and screen sizes
- Run speed tests
- Test form submissions and notifications
- Place favicon
- Customize the 404 page



## **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, if fitting
- Confirm the SSL is in place
- Point your DNS to new pages and test all site links
- Submit your site to search consoles and online directories



## **Launch your Redesigned Website!**



## Closing

This checklist was created from our years of experience helping clients in the financial services, manufacturing, SaaS, and home builder industries launch award-winning websites that outperform competitors. Your website is your best sales-person when fully optimized for lead generation. Taking the time beforehand to filter through your website with a fine-tooth comb is the best way to reduce the chance of post-launch mishaps.

The last thing on your checklist? Go launch a successful website redesign and CELEBRATE. If the team at LAIRE can be of any assistance to you before, during, or after - we're here. Cheers to you and your hard work! It's time to show the world.

## Looking for more?

We created an additional guide that includes the 25 website must-haves needed to drive traffic, leads, and sales. You can grab your free copy using the link below to be well on your way towards building a killer website

GET FREE GUIDE



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