Website Launch
Checklist

Header, Footer, Navigation + Logos

O **Uploaded logo for both desktop and mobile?**

O **Is your site title accurate and includes at least one relevant keyword?** Your site title will be replaced by a logo when you upload one but will appear on the browser tab as well in Google search results.

  ☞ **Folk Founded | Custom Brand & Web Design**

  ✗ **Kate's New Website**

O **Is your Header easily navigated?**
Try to stick to 4-5 navigation links in your header. Common pages are About, Services, Blog, Shop, and/or Portfolio, Contact. If your site is primarily a blog, list your top categories as links in your navigation.

 O **Is your footer loaded with helpful content?**
Your footer is a good place to stack additional secondary page links, your brand bio for an SEO boost and any relevant contact information

O **Have you added your social share image?**
DESIGN → SOCIAL SHARE IMAGE

O **Have you added your browser icon?**
DESIGN → BROWSER ICON

Legal

O **Does your site include a Privacy Policy?**

O **Is your cookie banner enabled?**

O **Have you enabled/disabled the correct Cookie settings?**
Settings → Cookies & Visitor Data

O **Does your site include Terms of Use?**

Images

O **Are your images sized correctly?**
 >500kb file size
~1500px for image blocks
~2000px for background images

O **Are your images named correctly to help boost SEO?** All lowercase with dashes between each word

  ☞ **santa-barbara-wedding-photographer.jpg**

  ✗ **DCMI578902.jpg**

O **Do all images have captions that accurately describe the image?** Your image caption generates alt-text, which helps your website be more accessible for visitors using screen readers. You can hide the caption for design purposes, but make sure to include them for all image blocks. No need to use words like "photo of" or "picture of".

  ☞ **Dolly Parton recording her latest single**

  ✗ **Photo of Dolly**

O **Are your images cohesive?** Do your images have the same look and feel? Mixing image styles or 'filters' can be disruptive. Do your images coordinate with your site color theme

O **Do you have a variety of image compositions?** Create balance by having a good variety of images—texture, up-close headshots, photos of you or your team inside a setting, landscape or scenery, tight angles, wide angles, etc.

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Copy

○ **Have Are your H1 & H2 assigned correctly?**
For SEO and accessibility purposes, your copy hierarchy matters! Only include one H1 per page. This should be keyword rich and describe the page contents. H1 & H2 are formatted the same visually so any other "large" headings for the remainder of the page need to be assigned H2

○ **Are you talking to your ideal audience?**

○ **Is your copy benefit-driven?**

○ **Is your copy clear, concise, and captivating?**

○ **Are there clear call-to-actions to leading your user to the next step?**

○ **Is your copy personality infused?**

Connections + Social

○ **Are your social channels connected correctly?**
SETTINGS → CONNECTED ACCOUNTS
SETTINGS → SOCIAL LINKS

○ **Are all forms and newsletter blocks connected correctly to your email and/or email marketing service?**

○ **Do you have an enticing opt-in to start building an email list?**

○ **Have you uploaded a 'Social Share' image to display when your URL is shared via SMS or on social?** DESIGN → SOCIAL SHARING

○ **Is your domain and/or email connected correctly?** SETTINGS → DOMAINS

Business Info + Contact

○ **Have you added your contact, hours, and location information?**
SETTINGS → BUSINESS INFORMATION

○ **Is it easy for users to connect with you?** Can they get to a contact form or find a phone number or email quickly? If you have a brick-and-mortar location, is that location listed somewhere that's easily accessible? The footer is a great (and common) place for these as well as your contact page.

SEO + Accessibility

○ **Does each page have an SEO description that's keyword-rich and accurately describes the page contents?**

○ **Have you added your main SEO website description?** MARKETING → SEO

○ **Have you connected Google Analytics?**

○ **Have you installed a Facebook Pixel?**
If you're planning on running social media ads, installing a Facebook pixel on your site helps track that data.
MARKETING → FACEBOOK PIXEL & ADS

○ **Are your URL page and blog slugs accurately named?**
Pages:
👍 **website.com/services**
✗ **website.com/new-page-2**

Blogs:
👍 **/blog/smooth-morning-routine-with-kids**
✗ **/blog/03-30-2021-blog-post-one-copy**

○ **Does your color theme create enough contrast between backgrounds and text?**

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