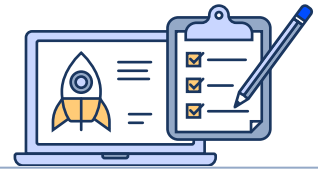


# Pre-Launch Website Checklist

23 things to do before launching a website



- Make sure all core pages are in place:  
Homepage ✓ About page ✓ Products or services page ✓ Blog page ✓ Contact page ✓
- Make sure your SSL certificate works (HTTPS).
- Update your CMS to the latest version.
- Set up a backup solution.
- Integrate an analytics solution.
- Make sure all pages you need are in place.
- Prepare for 404s.
- Test your site's navigation and internal links.
- Proofread your content and copy.
- Ensure your website is accessible.
- Check your website on mobile devices.
- Test for problems with different browsers.
- Check your XML sitemap.
- Double-check all URLs are correct.
- Generate a robots.txt file.
- Add metadata to all pages.
- Use schema markup whenever possible.
- Check for technical SEO errors.
- Ensure your site design is cohesive.
- Make sure your website is legally compliant.
- Configure your website's permalink structure.
- Consider AMP integration.
- Make sure you have relevant CTAs.
- Create social media profiles.