

The Ultimate Business Website Launch Checklist

This checklist is designed for entrepreneurs who are ready to move from planning to publishing. It ensures that no critical technical or strategic steps are overlooked during the building process. Use this list before you launch to guarantee a professional and functional start.

Phase 1: Strategy and Preparation

- Define the primary goal of the website (e.g., lead generation, direct sales, or information).
- Create a simple profile of the ideal visitor, including their age, device preference, and main problem.
- Review three competitor websites to identify what features they lack.
- Secure a domain name that is short, easy to spell, and ends in .com if possible.
- Sketch a rough site map on paper to visualize the hierarchy of pages (Home > Services > About).
- Prepare all text content and high-quality images before opening the website builder.

Phase 2: Building and Design

- Select a platform (CMS or Builder) that matches the current technical skill level and budget.
- Design the navigation menu to be intuitive, placing the most important items on the left.
- Ensure the "About Us" page tells a human story rather than just listing facts.
- Add a clear Call to Action (CTA) button on every single page (e.g., "Get a Quote" or "Buy Now").
- Verify that all font sizes are readable on small screens without zooming in.
- Compress all images to ensure the site loads quickly without losing visual quality.

Phase 3: Technical Features and SEO

- Install an SSL certificate to ensure the URL bar shows a padlock icon (HTTPS).
- Write unique meta titles and descriptions for every page, including the main keywords.

- Set up Google Analytics to track visitor numbers and behavior from day one.
- Test all contact forms by sending a fake inquiry to ensure emails arrive in the inbox.
- Link all social media icons to the correct business profiles and set them to open in a new tab.
- Check the site on a real mobile device, not just a resized browser window.

Phase 4: Final Polish and Maintenance

- Scan every page for broken links that lead to 404 error pages.
- Proofread all text for spelling errors and grammatical awkwardness.
- Create a recurring calendar reminder to backup the website data once a week.
- Plan the first blog post or content update to keep the site fresh after launch.
- Ask a friend or colleague to navigate the site and perform a specific task to test usability.