

WEBSITE LAUNCH /ONBOARDING CHECKLIST

Website URL:
Project Owner:
Date:

BEFORE YOU START

- Do you own and have access to the domain?
- Do you have login details for your hosting?

WEBSITE SETUP

- Correctly set Search Engine Visibility Setting in Wordpress (robots.txt file)
- Check that the developer has updated the website domain successfully
- Check for placeholder and stock images
- Replace all dummy content
- Test page links
- Ensure that all forms are sending to the correct email address
- Ensure all forms redirect to a Thank You Page
- Ensure Captcha setup
- Setup SMTP Plugin
- Test website forms – ensure that you have received test entries on all forms.
- Check that Google Analytics is installed

Tracking Code: _____

- Connect to the Google Search Console
- Setup Goals in Google Analytics
- Implement cookie warning
- Include terms and conditions
- Include privacy policy
- Include copyright notification
- Test Social Links and Sharing Functionality

- Setup a 404 Page
- Mobile Responsive Test (Mobile Friendly)

SEO & ANALYTICS

- Install SEO plugin
- Create SEO Friendly Titles and Meta Descriptions for all top level pages
- Setup 301 Redirects
- Submit Sitemap(s)
- Ensure eCommerce Tracking is enabled and working if appropriate
- Activate Website Caching
- Page Speed Test (Mobile & Desktop)

Result Desktop: _____

Result Mobile: _____

BACKUP & SECURITY

- Strong website password
- SSL – Ensure all traffic redirects to https
- Make sure the latest version of WordPress is installed
- Backup website files and database
- Install Anti-Spam Solution
- Website hosting details saved in secure place for future use

Where is website hosted: _____

- Domain management details saved in secure place for future use

Where is domain registration (Registrar): _____

Registrar Account Email Address: _____

Signed: _____

Date: _____

Print Name: