

From SSL to SEO



The 2023 Website Launch Checklist

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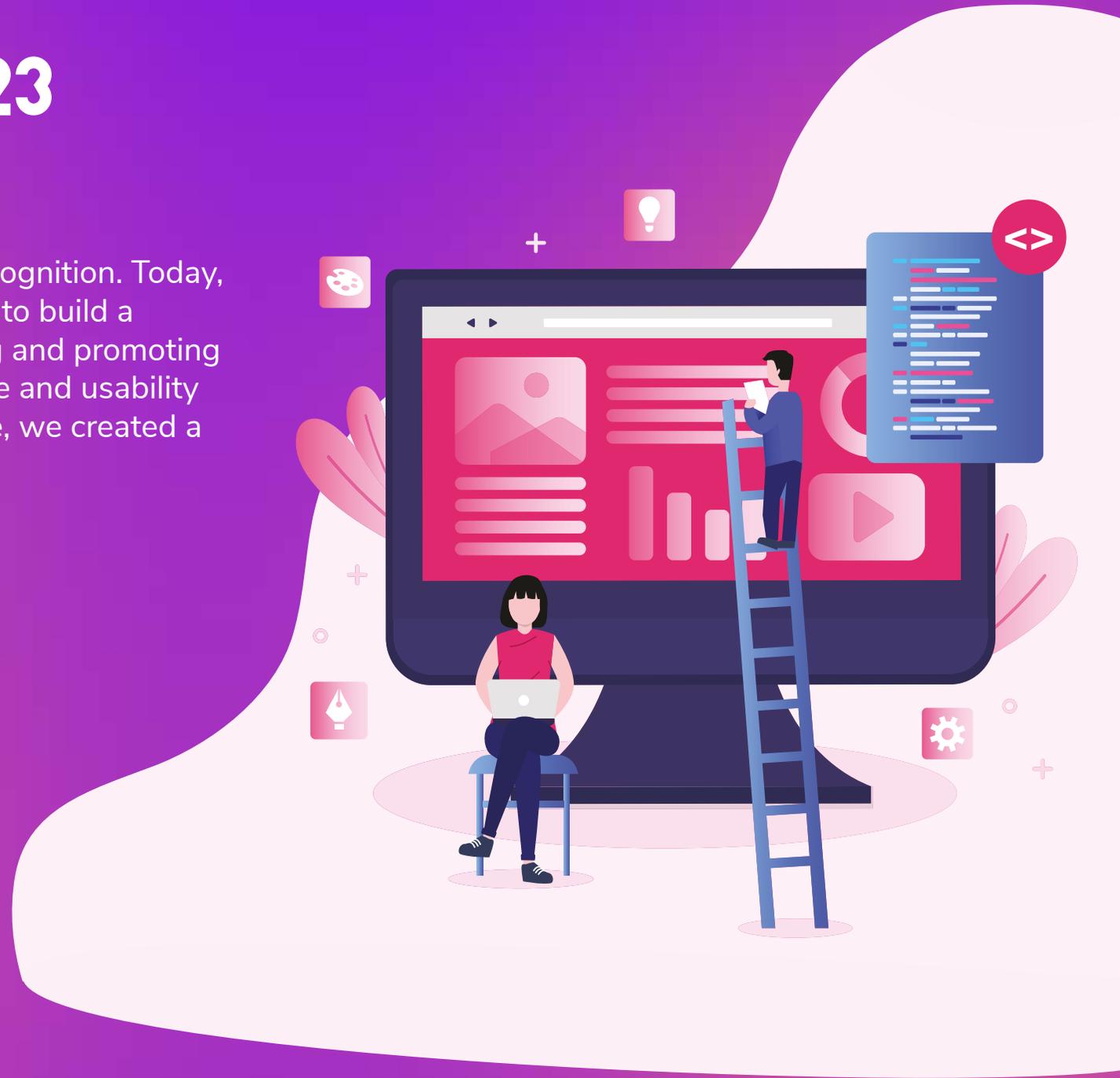
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Websites in 2023

Websites build credibility and brand recognition. Today, website builders and CMS make it easy to build a website without a developer. Launching and promoting your website is difficult. User experience and usability matter. To help you launch your website, we created a launch checklist.



Evaluate Mobile Compatability

Mobile devices account for almost 59% of global website traffic, implying that a large proportion of people prefer to browse web content through their mobiles. Creating a mobile-friendly website can help you tap into a larger pool of potential customers and gain a competitive advantage.

To achieve this, it's essential to use responsive site design. This design practice automatically adapts the website's content to fit various screen sizes and orientations. One of the simplest approaches to this is by using a responsive theme from website builders or CMS.

Configure an SSL Certificate

A secure sockets layer (SSL) encrypts data sent between a web server and a browser. For privacy, every website needs an SSL certificate, especially those that process sensitive data like usernames, credit card numbers, and private addresses.

The URL of a secure website starts with HTTPS instead of HTTP. It will help increase a website's search engine ranking and visitor trust.

Create Essential Web Pages

Incomplete pages on a website often result in higher bounce rates because visitors may not find the information they need. Additionally, having incomplete pages can negatively impact a site's professional appearance and performance in search results. That's why it's crucial to ensure all pages are adequately developed and in place before launching a website. Essential pages that should be included are the homepage, about us page, product or service page, and contact page.

Create a Permalink Structure

A permalink is a static URL that directs users to a specific web page or blog post, comprising a website domain name and a page slug. It's important to consider creating a well-structured permalink when developing a website since it can have a positive impact on both the site's user experience (UX) and search engine optimization (SEO). Properly structuring permalinks can boost their visibility on search engines and also create a robust website structure that enhances user navigation, thereby improving the overall UX.

Make a robots.txt File

A robots.txt file is utilized to instruct search engine crawlers on which pages of a website to index and avoid overwhelming them with requests. It's purpose is to prevent unnecessary indexing of pages, such as duplicate pages, resource files, or plugin directories. It's important to keep in mind that the robots.txt file must be applied to the root directory of the website.

Create concise CTA's

A call-to-action (CTA) is a prompt, such as a text, image, or button, that motivates visitors to take a specific action, such as buying a product or subscribing to a service. However, simply displaying a CTA on your website may not be effective. To create high-converting CTAs, it's important to incorporate the following elements:

- Make it visually prominent.
- Personalize it for various target audiences.
- Establish a sense of urgency.

Connect Analytics Integration

An effective analytics platform enables website owners to track their site's performance through a range of metrics, including traffic source and total conversions. Furthermore, it offers insights into audience behaviour. Armed with this data, you can develop a better strategy for optimizing your site. Although there are many analytics platforms available, Google Analytics stands out for its numerous features, such as data visualization, reporting tools, and third-party integrations.

Set up Social Media Profiles

Having millions of users worldwide, social media is an effective means to assess audience interest and encourage them to visit your website. Before establishing a profile, you must first identify which platforms align with your business goals and target audience. By doing so, you can achieve maximum results while saving time and effort.

Test your Sites User Experience (UX)

In addition to having an appealing website design, it's crucial for a website to provide a seamless user experience (UX), which measures the site's interface's user-friendliness and the visitors' ability to complete specific tasks quickly. To assess how easily end-users can navigate and interact with your site, conduct usability testing. This process can help you identify any elements of your website that may be misleading visitors and provide insights on how to improve them.

Update Your CMS Version

To prevent any potential compatibility and security issues, it is important to make sure that your CMS is up-to-date before launching your website. An updated CMS version not only avoids these problems but also enhances the website's browsing speed and functionality, resulting in a more responsive website.



Look for Little Errors

In addition to searching for broken links, it's important to be vigilant for writing errors and other oversights that may have been missed. To prevent these problems, consider using an online grammar checker tool like Grammarly to identify mistakes in sentence structure, spelling errors, and excessive repetition of words.

Upload a Favicon

Favicons are little icons that appear next to the meta title on browser tabs. When visitors have multiple tabs open in a browser window, a favicon might assist them distinguish your site. Your website looks more professional with a favicon. Upload a PNG or ICO picture named "favicon" to your public html folder or upload a standard image and alter the theme's header.php file.

Apply SEO Practices

Search engine optimization (SEO) is an internet marketing technique aimed at improving a website's position on search engine results pages (SERPs). Achieving a higher ranking can increase organic traffic to your site. Here are some commonly used SEO methods:

- On-page SEO
- Off-page SEO
- Technical SEO
- Local SEO

Add Your Website to the Search Engines

Incorporating your website into search engines is crucial for enhancing its position on SERPs and increasing traffic. While most search engines can automatically crawl and index websites, doing it manually can guarantee that your website's information is comprehensive, up-to-date, and correct.

Delete Demo Content

When creating a website using a website builder or CMS, custom-made templates often come with temporary content such as placeholder text or images. Although it may be tempting to leave these elements in place, doing so can result in a disorganized or cluttered appearance. Therefore, it's important to delete any elements that you don't plan on using on the live site to ensure a clean and professional look.

Notify Your Social-Media About The Launch

Begin publishing on various platforms, like Instagram, Facebook, and Twitter, to inform followers about the imminent launch. Plan to create multiple posts for each platform to increase visibility rapidly.

Configure a Business Email

To appear credible and gain the trust of customers, it's essential for every business to create a professional email address. Moreover, a business email account allows for greater control over data security and provides protection from malicious threats. Typically, a professional business email address requires a domain name and a web hosting account.

Create excitement with Promotional Teasers

Crafting a teaser or coming soon page can effectively generate anticipation before a website's launch. Get creative and design custom graphics to pique visitors' interest. A majority of pre-launch pages include an email sign-up form to invite visitors to subscribe for brand-related news, including the website's launch date. To increase subscriptions, offer small incentives such as free eBooks or discount coupons.

Check All Links Are Working

There are several reasons why a link may become broken, including server problems, insufficient resources, or errors in the back-end configuration. Regardless of the cause, repairing broken links can be beneficial for your website by decreasing its bounce rate and increasing its reliability. It is typically recommended to examine three categories of links: internal links, external links, and backlinks.

Have a Backup Solution

Regularly backing up your website is essential to prevent data loss in the event of unexpected errors or security breaches. For eCommerce businesses, losing data can harm customer relationships and disrupt revenue streams. For optimal efficiency, we suggest selecting a hosting plan that includes automatic website backups.



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