

# Pre-Launch Risk Reduction Checklist

Avoid preventable mistakes

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## Are all forms tested and confirmed?

Why this matters

Unnoticed failures silently destroy ROI.

Status:

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## Is the value clear to a first-time visitor?

Why this matters

You don't get a second first impression.

Notes:

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## Is the next step obvious?

Why this matters

Confusion kills momentum.

Notes:

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If you want expert guidance applying this to your business, a structured website audit is available at [codelabone.co.za](http://codelabone.co.za).