

HERTECH SOLUTIONS

WEBSITE LAUNCH CHECKLIST

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READY TO LAUNCH YOUR WEBSITE?

Launching a website is more than just clicking "Publish." A successful launch ensures your site is professional, secure, functional, and ready to attract customers.

Business Name: _____

Website URL: _____

Launch Date: _____

Completed By: _____



WEBSITE CONTENT

- ☐ All pages are complete
- ☐ Contact information is accurate
- ☐ Business hours are listed correctly
- ☐ Services and pricing are updated
- ☐ About page is completed
- ☐ Images are high quality
- ☐ Grammar and spelling have been reviewed

Why This Matters

Your website is often the first impression customers have of your business.

MOBILE & DEVICE TESTING

- ☐ Website displays correctly on mobile phones
- ☐ Website displays correctly on tablets
- ☐ Website displays correctly on desktop computers
- ☐ Navigation is easy to use on all devices
- ☐ Images resize properly

Why This Matters

Most visitors will view your website from a mobile device.

CONTACT & LEAD GENERATION

- ☐ Contact form tested successfully
- ☐ Phone number clickable on mobile devices
- ☐ Business email working properly
- ☐ Social media links connected
- ☐ Call-to-action buttons functioning

Why This Matters

If customers cannot contact you easily, you may lose potential business.

SEARCH ENGINE OPTIMIZATION (SEO)

- ☐ Website title and descriptions added
- ☐ Keywords included throughout content
- ☐ Google Business Profile linked
- ☐ Website submitted to Google Search Console
- ☐ Sitemap created
- ☐ Images optimized with alt text



Why This Matters

SEO helps customers find your business online.

WEBSITE SECURITY

- ☐ SSL certificate installed (HTTPS)
- ☐ Administrator passwords secured
- ☐ Multi-Factor Authentication enabled
- ☐ Website software updated
- ☐ Security plugin installed
- ☐ Backup system configured



Why This Matters

A secure website protects both your business and your customers.

PERFORMANCE & SPEED

- ☐ Website loads quickly
- ☐ Images optimized
- ☐ Broken links checked
- ☐ Pages load properly
- ☐ Website tested on multiple browsers
- ☐ Caching enabled if applicable



Why This Matters

Slow websites often lose visitors before they become customers.

ANALYTICS & TRACKING

- ☐ Google Analytics installed
- ☐ Visitor tracking verified
- ☐ Conversion tracking configured
- ☐ Contact form notifications tested
- ☐ Website traffic reports enabled



Why This Matters

Tracking data helps you understand how visitors interact with your website.

BUSINESS READINESS

- ☐ Launch announcement prepared
- ☐ Social media launch posts created
- ☐ Business cards updated
- ☐ Email signature updated
- ☐ Marketing materials updated
- ☐ Team informed of launch

Why This Matters

A successful launch includes promoting your new website to current and future customers.

FINAL LAUNCH REVIEW

- ☐ Homepage reviewed
 - ☐ Contact form tested
 - ☐ Mobile version verified
 - ☐ Security confirmed
 - ☐ SEO completed
 - ☐ Analytics active
 - ☐ Website officially published
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WEBSITE LAUNCH SCORE

Count your completed items:

0-15: More preparation needed

16-30: Nearly launch ready

31-40: Strong launch foundation

41-50: Ready to go live!



NOTES & FOLLOW-UP ITEMS

NEED HELP WITH YOUR WEBSITE?

HerTech Solutions provides website design, website maintenance, SEO improvements, security monitoring, performance optimization, and technical support for businesses.

Reliable Tech Support. Powered by Her.

 414-852-3142

 hertechsolutions25@gmail.com

 hertechsolutions.com

