

INCOMEMESH

WEBSITE PRE-LAUNCH CHECKLIST



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Why this guide

Launching into the world of web design can be completely overwhelming.

Like everything else in life, the more skills you have, the harder it is to keep everything straight.

There's just too much!

Checklists are key. Whenever building a new website, for yourself or for clients - It's a great idea to go through this checklist to make sure you didn't leave **ANYTHING** out!

I've broken up the tasks by category - but you can jump around as you build :) Enjoy!

Security

- Install and configure Security Plugin
- Double check your spam protection (Anti-spam Bee is free and effective)
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- Check all contact and lead gen forms on site for function and spam
- Update Admin contact email for client or your preferred email

Performance

- Install Caching plugin like WPRocket
- Set up CDN like Cloudflare to improve load time and security
- Install Image Optimization plugin like Short Pixel & configure
- Remove unused pages
- Remove unused posts
- Deactivate & Delete unused plugins
- Remove old Wordpress post revisions (WP Rocket can do this automatically)
- Run performance test on GTMetrix and look for opportunities

SEO



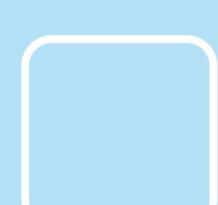
Set up a SEO plugin (Yoast or Rank Math are the most popular)



Create Google Analytics Property and install tracking code (Check out plugin: Site Kit by Google)



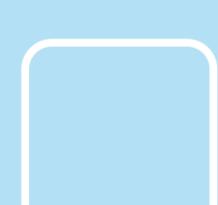
Verify Permalink Structure



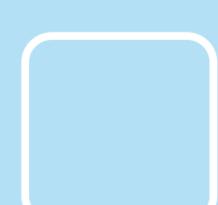
Customize SEO Title and Meta tags for important posts and pages (using SEO plugin)



Create shareable Featured image for important pages



Enable search engine indexing (General Settings)



Set up Google Search Console for quicker indexing

SEO



Set up sitemap file using SEO plugin and submit on Search console



Look for Broken links on your website (and http:// links when they should be https://)

DESIGN

- Check Mobile Responsiveness of all pages and posts
- Confirm image optimization
- Color and branding are consistent throughout site (check out central color palette plugin)
- Home page should have clear call to action **above the fold** to capture emails
- Page design should include plenty of white space and short, punchy text blurbs to engage reader

General

- Check timezone settings for you or your client
- Set up Favicon (customizer - Site identity)
- Upload .svg Logo for Header

Client Management

- Confirm payment from client
- Offer care plan / maintenance package
- Ask for referrals
- Ask for video testimonial for promotion
- Cross-sell other services (ads, funnels, etc)