

10 THINGS TO DO BEFORE YOU LAUNCH YOUR WEBSITE

Preparing to launch a website is an exciting time! It can also be a bit daunting if you haven't made a list to keep track of all the tasks. We've put together a list of 10 things to do before you launch your website so you don't miss anything.



LET'S DO THIS!



BASIC WEBSITE CHECKLIST

01 DOMAIN NAME

TICK

Secure your domain name

Notes

02 BRANDING

TICK

Establish your branding, including logos, colours, fonts to use across your website

Notes

03 PURPOSE

TICK

Establish a clear purpose for your website. Everyone who is unfamiliar with your business needs to know what your website is for. When someone lands on your site, two things should instantly be clear: what you do and what you want the visitor to do.

Notes

04 CONTENT

TICK

Content is king. It's the most essential part of your website. It's what will either attract people to your website. That's why you can't afford to have anything wrong with the content when you launch your website. This includes checking and re checking for spelling mistakes.

Notes



BASIC WEBSITE CHECKLIST

05 IMAGES

TICK

I can't express this enough, having good images will make or break your website. People will judge your page within 0.05secs of landing on it. Professional images are worth investing in. Check out Pexels, Pixabay and Death to the stock photo for high quality images or hire a professional photographer to take your photos.



Notes

06 IMAGE OPTIMISATION

TICK

Have you ever landed on a page, only for the images to take ages to load? This is because they haven't optimised their images and the website is lagging. You can prevent this by ensuring your images are sized appropriately for your website. They should be saved around 400-500kb. Head to [TinyPNG.com](https://tinypng.com) – free web based image optimiser for JPG and PNG files. Get your images web ready!



Notes

07 INSPIRATION

TICK

Find inspiration for your website, this includes checking your competition. Write a list of what you like about the site. Is it the easy navigation? Do they use colourful graphics? Do you like the minimal style? Or unique buttons or colours? Make notes of WHY you like the site?



Notes



BASIC WEBSITE CHECKLIST

08 SEARCH ENGINE OPTIMISATION

TICK

SEO – Search Engine Optimisation . This is a big one and I have made a special page for this under the FREEBIES section of my site. If you haven't heard of SEO, do a quick google to get your head around it



Notes

09 ORGANISATION

TICK

Organise your files! Keep everything in order and in file order. I have set out a folder content structure as an example on next page to help you organise your content



Notes

10 DEADLINES

TICK

Set yourself a deadline and work backwards. If you know you have to complete all of the above by XYZ date, give yourself daily or weekly goals to stay on target- you can do this!



Notes

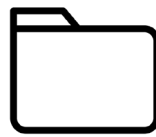


BUT FIRST COFFEE!!



WEBSITE FOLDER STRUCTURE

I've put together a folder structure to help you organise your files. I recommend creating a main folder, either on your desktop or in Google Drive, and name it 'Website Content'. Within this folder, you can then create sub-folders for each page of your website.



Website Content

