Website Launch Checklist

Steps to Launch	
Completed	• Business Development • Brand Positioning • Domain selected, hosting purchased • Domain Name and Hosting • Creative Development • Site Navigation (IA, UX, UI) • Copy Written • Website page layout, colour scheme, and overall look and feel • Website Created • Content • Optimized Images • Keyword research • Add cookies banner • SEO spreadsheet • Onsite SEO • Google Analytics (GA4) set up
To be done	
Mobile Responsiveness	Ensure the website is responsive and displays correctly on various devices (desktops, tablets, and mobile phones).
Browser Compatibility	Test your website in different browsers (Chrome, Firefox, Safari, etc.) to ensure it functions properly.
SSL Certificate	Check the SSL Certificate in the browser **Wix provides an SSL certificate automatically for all sites**. When a webpage has a SSL certificate, you can see a lock icon on the address bar next to the domain. Clicking this icon shows you more SSL details. However, if there isn't an SSL certificate, an "i" icon appears instead.

To be done	
Navigation & User Experience (UX)	Ensure the website is easy to navigate, with clear menus and intuitive user interface elements.
Forms and Contact Information	Verify that contact forms are working correctly and that users can reach out to you easily.
Testing & Quality Assurance	Thoroughly test the website for functionality, links, forms, and compatibility across different devices and browsers.
Load Time Optimization	Optimize images and code to ensure fast loading times. - https://seomator.com/free-seo-audit-tool - https://www.seoptimer.com/ - https://www.semrush.com/siteaudit/ - https://www.seobility.net/en/seocheck/
Legal Compliance	Ensure that your website complies with privacy regulations, and includes necessary legal pages (privacy policy, terms of service, etc.).
Social Media Integration	Integrate social media links and sharing buttons.
Launch Plan	Schedule a launch date and plan any marketing efforts around the launch. Remember to go through this checklist systematically, and don't rush the process. Taking the time to ensure each step is done correctly will result in a more successful and user-friendly website launch.