

WEBSITE CHECKLIST

Before Launching Your Website

- » Select a company from which to purchase your **Domain Name** (save that account info where you can find it!)
- » Check **Spelling & Grammar**
- » Brainstorm **Keywords & Phrases** to use throughout content
- » Check that your **Title, Keyword, & Description Tags** are filled out (visible in a web editing program in code view or by right clicking your website and selecting “view source”)
- » Add **Robots.txt** File (a code file that tells Search Engines what to and what not to look at)
- » Add **Favicon** (the tiny icon on the browser tab)
- » If replacing old/existing website, consider setting up **Re-Directs** and/or an **Error Page** to avoid broken links
- » Add **Google Analytics**
- » Avoid Flash & Images with Vital Content

Launch Day

- » Select a company for **Web Hosting** (save that account info where you can find it!)
- » Add an **XML Site Map** - www.xml-sitemaps.com
- » Submit your website to **Search Engines** (Google & Bing, primarily)
- » Coordinate launch with **Events & Announcements**
- » **Test/Review** Every Page, Every Link, Multiple Browsers, and Multiple Devices

Ongoing Efforts

- » **Link Building** on a schedule, just a few a week (Search Engine Optimization / SEO)
 - Directory Submissions
 - Social Media
 - Blogging, Guest Blogging, & Commenting
 - Article Submission
 - Press Releases
 - Local Search & Search Engine Profiles
 - Industry Association Profiles
 - Video Marketing
- » **Search Engine Marketing (SEM)**
- » **Be Informed:**
 - Google Alerts
 - Google Analytics
 - Google Webmaster Tools
 - Manual Testing
- » **Update** as needed