Business Profile Pro

FREE CHECKLIST

Website Launch Checklist

Everything to check before your new website goes live, from contact details to page speed.

1 Content and contact details

- [ ] Business name, **phone number**, email, address or service area and hours are correct.
- [ ] Phone numbers are **tap-to-call** on mobile.
- [ ] Every page has a clear **call to action**.
- [ ] Each main service is explained on its own page.
- [ ] Add an **About page** and your qualifications.
- [ ] Use real photos and only reviews you actually have.
- [ ] Proofread every page and remove placeholder text.

2 Design and mobile

- [ ] Test on a **phone, tablet and computer**.
- [ ] Text is easy to read and buttons are easy to tap.
- [ ] Your logo and colors are used consistently.
- [ ] Images are compressed and have short descriptions (alt text).

3 Technical checks

- [ ] The site loads over **https** with no warnings.
- [ ] Your domain points to the site and the www and non-www versions both work.
- [ ] **Test every form**, and confirm the notification reaches the right inbox.
- [ ] Click through all links and buttons to find broken ones.
- [ ] Check **page speed** with a free tool such as PageSpeed Insights.
- [ ] Add a custom **404 page** and a **favicon**.

TIP Send a real test message from your phone before launch. It is the quickest way to catch form problems.

4 Search basics

- [ ] Each page has its own **title and meta description**.
- [ ] Each page has one clear main heading.
- [ ] Search engines are allowed to index the site.
- [ ] Set up **Google Search Console** and submit your sitemap.
- [ ] Set up analytics so you can see visits and calls.
- [ ] Update your Google Business Profile with the new website link.

5 Legal and trust

- [ ] Add a **privacy policy** and terms if needed.
- [ ] Add a cookie notice if your area requires one.
- [ ] Show your license and insurance details if relevant.

6 After launch

- [ ] Make a **backup** of the site.
- [ ] Check forms, calls and analytics daily for the first week.
- [ ] Fix anything you find, then review monthly.

Business Profile Pro

Want us to do the marketing for you?

Business Profile Pro looks after your Google Business Profile, local search, reviews and website, so you can get back to the work you love.

Get Started

businessprofilepro.com