

CHECKLIST FOR WEBSITE LAUNCH

- ☒ Uploaded your logo and a favicon
- ☒ Replace the demo content with your own text and images
- ☒ Update the global colors to your brand colors
- ☒ Read through everything and check for typos
- ☒ Test all links
- ☒ Add alt-text on all images
- ☒ Optimize all images
- ☒ Test the website on tablet and smartphone
- ☒ Change the contact form email and test that it works
- ☒ Connect the freebie page form to your email marketing service
- ☒ Update the privacy policy and add it to the page
- ☒ Replace the blog post with your own content
- ☒ Add your own links on the social media icons (both header and footer)
- ☒ Check the 404 page
- ☒ Add a biographical info and image for the author of the blog posts
- ☒ Turn off maintenance mode (if used)
- ☒ Install a SEO plugin