WEBSITE LAUNCH
C H E C K L I S T

1 Choose & Register Your Domain Name

- [ ] Brainstorm a clear, memorable domain name (when you have some options, run the names by trusted friends)
- [ ] Check availability (use GoDaddy, Namecheap, etc.)
- [ ] Register Your Domain

2 Select a Website Hosting Provider

- [ ] Compare hosts (SiteGround, Bluehost, WP Engine, etc.)
- [ ] Confirm hosting includes SSL and backups
- [ ] Purchase a hosting plan

3 Decide How You'll Build Your Site

- [ ] Choose between:
  - DIY (Squarespace, Wix, etc.)
  - WordPress (custom, flexible, scalable)
- [ ] Set up your account or install WordPress

4 Plan Your Website Pages

- [ ] Homepage
- [ ] About
- [ ] Services/Products
- [ ] Testimonials (if available)
- [ ] Contact
- [ ] Blog (optional but recommended)

5 Design Your Website

- [ ] Apply brand colors, fonts, and logo
- [ ] Use clear headlines and calls to action
- [ ] Make sure layout is mobile-friendly

6 Secure Your Website

- [ ] Install SSL certificate (if not automatically included in your hosting)
- [ ] Use secure passwords
- [ ] Add security plugins (WordPress only)
- [ ] Set up daily backups

7 Optimize for SEO & Performance

- [ ] Compress large images
- [ ] Add keywords and meta descriptions
- [ ] Connect to Google Analytics
- [ ] Connect to Google Search Console
- [ ] Ensure mobile optimization

8 Launch and Promote Your Website

- [ ] Test all links, forms, and pages
- [ ] Preview your site on mobile and desktop
- [ ] Hit "Publish"
- [ ] Announce on social media
- [ ] Add to email signature, business cards, and Google Profile
- [ ] Create a plan for regular maintenance to ensure your site stays running smoothly

WORLD IN
Wonder
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