&Marketing's Website Go Live Checklist

&Marketing's Website Go Live Checklist is a simple questionnaire to help you identify all the important areas of taking a website public. If you have questions on how to set up or best tips for building your story do no hesitate to contact us!

Checklist

- ☑ Have you set up Google Analytics and Search Console?
- ☑ Have you linked your primary social media accounts?
- ☑ Do you have a contact form so visitors can easily reach out to you?
- ☑ Does your website structure match your customer journey?
- ☑ Do you have a home page that clearly reflects your brand's story and unique offerings?
- ☑ Do you have pillar pages for each of your main service lines and/or products?
- ☑ Have you enabled SEO on your website and updated your page tags?
- ☑ Are you using modern imagery, animations, and iconography that matches the aesthhetic of your brand?
- ☑ Do you have backups enabled for your site? (Depending on platform, your website editor may take care of this for you)
- ☑ Have you tested and confirmed links are working on every page?

Bonus Questions

- ☑ Do you have a blog where you publish regular content?
- ☑ Are you offering an incentive to visitors who sign up to join your email list?
- ☑ Do you have an "About" page that accurately protrays your team and brand's story?
- ☑ Do you have notifications set up to let you know when visitors fill out your contact form(s)?
- ☑ Have you integrated additional softwares to your website, including but not limited to Mailchimp or Calendly?