**New Website Success Checklist**

**Basic Information**

* You have secured your Domain Name
* You have your Branding Guidelines Completed   
   -Including Your Logo  
   -Including Colors, Typography  
   -Including Imagery for your business  
   -Including A Mission Statement
* You have a Hosting account for your website
* You have an SSL Certificate for your website
* You have a Content Management System or System in place or in mind for your new website
* You have a budget to secure your Domain Name, Hosting Fees, and Security Fees
* You have a 8-12 Week Plan to Launch Your Website and a 24 Week Post Launch Plan
* Media Shoot - Have up to 50 to 75 photos for your website. We also highly recommend up to 5 videos shot
* Write a minimum of 3 Articles written answering your Viewers or Customer Questions

**Research Information**

* You have researched your industry and the current state it is in
* You have researched your competitors by reviewing their websites and how you can do better
* You have done technical SEO research on your top 5 competitors to see where you can implement an effective SEO strategy
* You have done Social Media research on your competitors to see how you can do better on social media after launch
* You have researched what consumers want in your industry
* You have reviewed your Branding Guidelines with this Research Report and conducted a Plan based on Design, Features, and Content Marketing to make your website stand out

**Design Principles**

* Your design has ease of use and accessibility standards in mind
* Your design includes a simple to follow navigational system
* Your design is easy to follow from top to bottom on all of your Pages
* Your design has links to your social media profile
* Your design has great proportion for you to add content
* Your color scheme is complimentary to what is on your branding guidelines
* Your fonts are readable and easy to follow
* Your buttons are interactive
* Animations are used carefully and with good sense of direction
* Your pages copy is filled with meaningful copy that relates to your viewers needs
* Your website design works on all devices
* You follow the User Experience Guideline & CRO Guideline on our Website Success Checklist

**Features & Development**

* You have efficient Software Usage for Form Submissions, Online Ordering, Newsletter Opt Ins and more
* Your Website Theme / Software is up to code with the Programming Language standards and System Standards
* Your System is up to code to Programming Language & Latest Browser Standards
* You have means of ability to Track Your Customers
* You have means to Communicate with your customers
* You have efficient Code Usage
* Your images all have Alt Text on each and every single one of them
* You have minimum usage of Popups/Chatbots on most pages
* You follow the Accessibility & Technical Details Guidelines on our Website Success Checklist
* Use a Content Delivery Network For Your Website To Speed it up

**Testing**

* Your website works on all Devices (TV, Desktop, Laptop, Tablet & Phone)
* Your website loads under a maximum of 2 seconds
* Your website works on the following   
   -Google Chrome   
   -Safari  
   -Microsoft Edge   
   -Mozilla Firefox   
   -Opera
* On Different Browsers - Check for your Fonts, Layout, Animations, and Responsiveness to Mobile and Smaller Devices
* Your website images & videos are optimized at the best capacity and are at Next Generation Formats
* Your Website Forms are connected to the Emails with Form Data Correctly being sent to the emails
* If you have a CRM, Website Forms, and Phone calls are properly integrated and are functional to the CRM
* If you have an ECommerce Follow the E-Commerce Website Success Checklist
* Your RSS Feeds are working on your website
* All Punctuation on your copy is correct
* You are properly following the Basic SEO Standards  
   -Having Meta Data  
   -Keyword Targeting Strategy  
   -Internal Linking Strategy  
   -Articles Written and Implemented  
   -Alt Text Resolves on Images  
   -Your Web Pages are properly Structured  
   -You Are Following The SEO Checklist on the Website Success Checklist
* Your Sitemap Works
* Make sure you check your website 3 times before launching it
* All social media Links Are Properly Working
* Any Marketing Tools Are Properly Integrated to the website
* Make sure your website passes Accessibility Standards

**Website Launch Checklist**

* All Of Your Pages are Complete with a minimum of 200 words per page
* Your Navigation System & Links are all functional
* Testing has been Completed
* You have a Sitemap & Robots.txt files Configured
* You have Open Graph Data for Meta
* You have Google Analytics Properly Installed on your Website
* You are ready to follow the Post Launch Checklist
* You follow the Website Launch Procedure   
   -Point DNS   
   -Wait for Propagation to Finish its Course  
   -Establish your SSL Certificate on the Website  
  -Establish Additional Security Measures On Your Website
* Use a Content Delivery Network For Your Website To Speed it up

**Post Launch Checklist**

* You Have Followed the Testing Checklist Post Launch
* You Connected Your Website to Google Search Console and Submitted your Sitemap
* You Connected Your Website to Bing Webmaster Tools and Submitted your Sitemap
* Your Website Link is Added to your Listings & Social Media Outlets
* You have a 3 month plan for your SEO Site Health Improvements and Promotions
* Follow The Website Success Checklist
* For E-Commerce Websites: Follow the E-Commerce Website Success Checklist
* For Business Websites: Follow the Business Website Success Checklist
* For Blogger/Influencer Websites: Follow the Blogger/Influencer Website Success Checklist
* For WordPress Websites: Follow the WordPress Website Success Checklist
* For Shopify Websites: Follow the Shopify Website Success Checklist
* For Wix Websites: Follow the Wix Website Success Checklist