

Launch Your Website Checklist

- Is the design satisfactory?
- Is your design mobile friendly?
- Does your site support https? (I.e. is it secure?)
- Is all the generic, place-filler text replaced by real text?
- Is your contact information (phone, email, address, etc) visible on your About or Contact page?
- Is your phone number (or email) visible regardless of which page of your site the user is on?
- Is your content unique?
- Do you have an XML sitemap?
- Do you have a sitemap users can visit?
- Is your site indexable by the major search engines?
- Do you have a social media presence which links to your site?
 - Google Business or Brand Page
 - Facebook Business Page
 - Twitter account
- Is your site healthy? (I.e. do you have any crawl errors?)
- Does your site meet the bare minimum technical SEO requirements for a site in 2018?