digital doodles

Website Launch Checklist

Everything you need before hitting publish

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1. Foundations First

- ☐ Chosen and purchased your domain name
- ☐ Set up your website hosting
- ☐ Checked availability of social media handles
- ☐ Decided on platform (Wix, WordPress, Shopify, etc.)

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2. Branding Basics

- ☐ Finalised your brand colour palette
- ☐ Selected 1–2 brand fonts
- ☐ Uploaded your logo (or created a temporary one)
- ☐ Chosen a consistent style for images and graphics

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3. Structure + Content

- ☐ Created your main pages:
  - o Home
  - o About
  - o Services / Products
  - o Contact
  - o Blog or Resources (optional)
- ☐ Written clear, easy-to-read page copy
- ☐ Added call-to-action buttons on key pages
- ☐ Linked all buttons and navigation menus properly

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4. SEO Essentials

- ☐ Added page titles and meta descriptions
- ☐ Used relevant keywords naturally
- ☐ Compressed all images for faster load time
- ☐ Included alt text for every image

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5. Mobile + Functionality check

- ☐ Tested site on mobile + tablet
- ☐ Checked all forms, links and buttons work
- ☐ Previewed site on different browsers (Chrome, Safari, etc.)
- ☐ Connected Google Analytics (or similar)

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6. Set Yourself Up to Grow

- ☐ Installed a contact form or lead capture (GDPR compliant)
- ☐ Linked social media accounts
- ☐ Connected email marketing platform (if using one)
- ☐ Planned a few blogs or updates for launch week (optional)

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7. Final Touches

- Proofread all content
- Double-checked spelling, spacing and grammar
- Favicon uploaded (the tiny icon in your browser tab!)
- Backup or export a copy of your site

Need help bringing your ideas to life? Visit www.digitaldoodles.co.uk to get in touch, we'd love to help!