

CHECKLIST FOR LAUNCHING YOUR NEW WEBSITE

Register a short and memorable domain name.

Remember, your domain name becomes your brand, make sure people can easily find and remember your web address. Register your domain with a hosting provider like GoDaddy, Bluehost or Name.com. Whoever you choose, test their customer support and ask about their options for securing your site and keeping regular backups.

Pick a mobile-responsive design.

Most hosting providers have a selection of templated sites to choose from, or source one on your own. Whether it's a multi-page site or a single landing page, make sure to choose a mobile-responsive design (this means your website will function and read well on mobile devices as well as laptops and desktops.)

Set up analytics.

There are several free services out there such as Google Analytics that allow you to track and monitor your web traffic for meaningful insights that can help with marketing and business strategy down the road. Integration is as simple as copying and pasting a small snippet of code on the backend of your site. Make sure to drop it in either the header or the footer if you have a multi-page site as you will want this to fire on every page.

Create a clear 'About' page with key information.

Customers need to easily find opening hours, contact details, location. Make sure this information is all in text format so that it can be read by search engines and it's a better user experience for your customers. Not sure if it's text? Try highlighting part of your address or phone number on the live version of your site. You should be able to copy and paste the information.

Publish & refresh content regularly.

Start small. You don't need to have a daily blog or multi-page website right away. Integrating your social channels through a feed of your posts is one way to keep the site up to date. Just make sure you strive for quality over quantity. Search engines are sophisticated enough to tell the difference and they will point users to whichever website offers the better experience.

Keep important information "above the fold."

Everything customers need to know about your company at a cursory glance should be visible above the fold. Fill this valuable website real estate with brand imagery and messaging, site navigation, and your call to action. Don't try to jam everything above the fold - Group content into readable chunks with sufficient whitespace to ensure users can easily skim and scan.