



*Bluchic*

THE ULTIMATE

# Website Launch

CHECKLIST



## WELCOME

Here at Bluchic, we want every business owner to fall head over heels in love with their website. We're sharing The Ultimate Website Launch Checklist to make sure your website is in tip top shape before launching.



*Andrew + Kathie*

CO-FOUNDERS OF BLUCHIC

[SAY HI ON INSTAGRAM!](#)

Hello! We're Andrew and Kathie, husband and wife duo behind Bluchic.

Since 2012, we've helped over 30,000 female entrepreneurs and biz owners get their beautiful and professional websites off the ground through our [WordPress themes & design templates](#).

You want a chic and professional website that captures who you are and what you do, without spending hours trying to learn how to code. You're not a designer or a tech whiz, and you shouldn't have to be!

That's why we're here. And we'd love to help you build the digital home that attracts your dream clients/customers.

Let's get started!



## HOME PAGE

- ☐ Show who you are, what you do, and what you can offer the website visitor.
- ☐ Make sure your home page (and entire website) is mobile-optimized.
- ☐ Include call-to-actions, but don't include too many, it can become overwhelming.
- ☐ Include an email opt-in on footer & at least one other place on the homepage.

## ABOUT PAGE

- ☐ Write about who you are and who you help.
- ☐ Make it about the reader and what they will get out of your website.
- ☐ Include a little personality so people have an idea of what you are like in real life.
- ☐ Share your story. People want to know the person behind the business.
- ☐ Include your email opt-in.

## SERVICES PAGE

- ☐ Explain each of your services and identify your ideal client clearly.
- ☐ Explain why someone should book with you.
- ☐ Show examples of your work and portfolio.
- ☐ Include testimonials from your past clients.
- ☐ Clearly define the steps on what to do next, if the visitor is ready to hire you.





## CONTACT PAGE

- ☐ Have a contact form and/or include your email address.
- ☐ List your social media links.
- ☐ Include hours that you are available during the week.
- ☐ Set expectation of how long they'll have to wait to hear back from you.

## BLOG

- ☐ Optimize your post images for SEO by adding keywords to file name & alt text.
- ☐ Add social sharing buttons to make it easy for readers to share posts.
- ☐ Add email opt-in box at the bottom of the post.
- ☐ Add related posts to keep readers moving through your site.
- ☐ Each post should provide value and give readers a call-to-action.
- ☐ Rename the default 'Uncategorized' category to another category name that you choose. In your WordPress dashboard, go to **Posts > Categories** > mouse over to "Uncategorized" > click Quick Edit

## 404 PAGE

- ☐ Offer an explanation and an apology for the page error.
- ☐ Brand your 404 page to match the rest of your website.
- ☐ Give direction to other popular pages to your website: Services, about page, popular blog posts, recommended posts, or contact page.



## TESTIMONIALS

- ☐ Create a dedicated testimonial page to showcase testimonials from your clients.
- ☐ Ask your clients to submit via [Google Forms](#) or [Typeform](#).
- ☐ Have conversations with your clients to get an authentic testimonial.
- ☐ Fix misspellings and grammatical errors but don't rewrite the whole testimonial.

## SOCIAL MEDIA

- ☐ List all social media links on your website (header, footer, and sidebars are common places to start).
- ☐ Include [social sharing buttons](#) & Click-to-tweets in your blog posts.
- ☐ Customize the social media buttons to match your branding.
- ☐ Use a plugin to display your social media feeds like Pinterest or Instagram.

## CALL TO ACTION

- ☐ Clear call to actions on each of your web pages and blog posts. Each should have 1 clear call to action (e.g. book a consultation call or download a freebie).
- ☐ Test the colors and text on CTA buttons. Sometimes a simple switch can increase conversions.
- ☐ Consider using Exit Intend Popup to entice readers to sign up for your email list.

## SEARCH ENGINE OPTIMIZATION

- ☐ Make sure that the '*Search Engine Visibility: Discourage search engines from indexing this site*' checkbox is not checked. In your WordPress dashboard, go to **Settings > Reading** to disable it
- ☐ Update permalink structure from the default *http://www.yoursite.com/?p=123* to **Post Name**. In your WordPress dashboard, go into the **Settings > Permalinks** to choose it. That way each post will be saved with a slug that reflects the title of the post or page (read: keywords), rather than just a random set of numbers.
- ☐ Update Site Title and default '*Just another WordPress site*' tagline to a new tagline that portrays your brand and uses relevant keywords in your description. In your WordPress dashboard, go into **Settings > General** to change it.
- ☐ Use the [Yoast SEO plugin](#) to create better SEO rich content. It makes it simple to control titles and meta descriptions, set targeted keywords, and more.

## SECURITY & BACKUPS

- ☐ Make sure ongoing copies of your website are being created and stored on a regular basis.
- ☐ Use plugins such as [BackWPup](#), [BackupBuddy](#), or [Updraft Plus](#) to automatically do regular backups.
- ☐ Change the default '*Admin*' username for security reasons. Make sure your new username is not easy to guess so a hacker couldn't easily break into your WordPress site



## GOOGLE ANALYTICS

- ☐ Add [Google Analytics](#) tracking code on your website.
  - ☐ Relevant IP addresses have been excluded from tracking (i.e. your own).
  - ☐ [Create an alert](#) to monitor 404 pages.
  - ☐ Discover the [full referral path](#) of how users get to your website.
- Check the top 10 pieces of content on your site & write more of those posts.

## OTHERS

- ☐ Remove all the sample pages and sample posts with Lorem Ipsum text.
- ☐ Check all your links and fix the broken ones. Download this [free plugin](#) to find the broken links on your website.
- ☐ Test the form on your contact page. Make sure it is working properly. You wouldn't want to miss an important email from your prospective clients!
- ☐ Update the site's favicon (tiny icon in browser tabs). It must be square and at least 512px x 512px in .ico format or .png format. In your WordPress dashboard, go to **Appearance > Customize > Site Identity** and click **Select Site Icon** to upload it.

*Congratulations*

# You Did It!



We hope you found this Ultimate Website Launch Checklist extremely useful! Print it out and walk through the list to make sure your website is working for you and your business.

Once your website is live, we'd love to see your hard work and cheer you on! Share your results with us on [Instagram](#), or [submit your website to our showcase](#) so we can feature you on social media and in our email newsletter!

**SUBMIT YOUR WEBSITE TO SHOWCASE >**