

Smash's Ultimate Website Launch Checklist

- Set Up Your Homepage
- Delete Dummy Content (e.g. "Hello World!")
- Deactivate and Delete Unused Plugins
- Set Your Permanent Links
- Double Check Your Admin Email Address
- Set Your Timezone
- Allow Search Engine Indexing
- Turn Off Comments (Unless You Really Want Them)
- Remove Providers' Taglines (e.g. "Just Another WordPress Site")
- Set Your Site Icon/Favicon
- Create and Test Your Forms
- Set Up a Custom 404 Page
- Set Up 301 Redirects if Needed
- Activate SSL Certificate and Enable HTTPS
- Make Sure All Links Work Correctly
- Set SEO Titles and Meta Descriptions
- Set Up Web Analytics
- Submit Your Site's XML Sitemap To Search Engines
- Set Up a Mailing List
- Set Up Legal Pages (e.g. Privacy Policy)
- Optimize Your Site's Performance
- Put a Backup Policy in Place
- Secure Your Site
- Activate Plugin/Theme Licenses
- Test, Test, Test!



Read the blog post
www.smashcreative.com/blog