



Pre-Launch Checklist



Functionality

- Make sure your contact information is visible/accurate.
- Test your website load time.
- Test your forms.
- Click all your links.
- Create a 404 page.
- Make sure existing members can access their accounts.
- Implement (and test!) site search.
- Organize your navigation.
- Create a way to follow up with customers.



Design

- Use clear calls to action.
- Choose consistent colors and fonts.
- Display membership options clearly.
- Add a retina version of your logo.
- Add a favicon.
- Check your design on different device sizes.
- Create a welcome page.
- Make important pages easily accessible.



eCommerce

- Test your entire checkout process.
- Try out your member dashboard.
- Check your content drip settings.
- Make sure all emails are sent and received.
- Confirm your membership plan settings.
- Double-check your tax setup.
- Check all of your extensions to ensure they're working.



SEO

- Add compelling meta descriptions.
- Choose good page titles.
- Test for accessibility.
- Set alt text for all images.
- Check your URL structure.
- Submit your sitemap to Google.



Security

- Purchase an SSL certificate.
- Enable backups.
- Protect your site against brute force attacks.
- Use secure passwords.
- Set up a spam filter.



Legal

- Add a privacy policy.
- Write terms and conditions.
- Include information about refunds.
- Consider the GDPR.