



11 STEP CHECKLIST POST-WEBSITE LAUNCH

- Ensure Security & SSL Certification (all non-secure URLs redirect to HTTPS version, no duplicates).
- Setup Google Analytics & Event Tracking (Define Key Performance Indicators)
- Generate an XML sitemap and Submit to Google Search Console & Bing Webmaster Tools
- Enhance Metadata & On-Page SEO (Keyword Research, Metadata, image optimization)
- Review Content & Readability (Content Audit, Proper Use of Headers).
- Set Up Robots.txt for Crawl Efficiency
- Integrate Social Media & Marketing Elements (add social media links, leverage strategies).
- Optimize Performance & Monitor Uptime (implement Caching and CDNs)
- Maintain Security & Regular Backups (automate Backups & keep plugins updated)
- Check Website Functionality & Responsiveness (all links are working, CTAs are clear).
- Ensure Legal Compliance & Privacy Policies (Privacy Policy, GDPR/CCPA Compliant).