■ Website Health & Launch Checklist

Use this checklist to make sure your website is ready to impress visitors and convert them into paying customers.

1. Branding & Design

- Logo is high-quality and visible on all pages
- Consistent fonts and colours that match your brand
- Professional, high-quality images (no pixelation)
- Mobile-friendly layout that adapts to all devices

2. Homepage Essentials

- Clear headline that explains what you offer in seconds
- A strong Call-to-Action (CTA) above the fold
- Brief intro about you/your business
- Links to your main services or products
- Social proof (testimonials, reviews, or logos of clients)

3. Navigation & User Experience

- Menu is simple, clear, and easy to use
- No broken links or missing pages
- Fast page loading speed (under 3 seconds)
- Search function (if needed) works properly

4. Content & SEO

- Keyword-rich headings and page titles
- Meta descriptions written for every page
- Readable text with headings and bullet points
- Optimised images with alt text

5. Contact & Conversion

- Contact form works and sends to the correct email
- Phone number and/or email visible on all pages
- Google Map embedded if you have a physical location
- Clear next step for visitors (book, buy, enquire)

6. Legal & Safety

- Privacy Policy and Terms & Conditions pages included
- SSL certificate installed (https://)

- GDPR/Spam compliance for email forms

Tip: Review your website every 3-6 months to keep it fresh, functional, and effective.