



# Pre-Launch Checklist



## Design

- Is your branding consistent?
- Do you use clear calls to action?
- Are your images high-quality?
- Can your cart/checkout be easily accessed?
- Do you grab attention right away?
- Do you have a favicon?
- Are your products displayed well?
- Do you have a retina version of your logo?



# Functionality

- Do all of your links work?
- Do forms work?
- Is your contact info accurate and visible?
- Is there a 404 page?
- Does your site load quickly?
- Can existing customers still access their orders?
- Have you removed unnecessary data?



# eCommerce

- Are taxes set up correctly?
- Does your checkout work?
- Does the correct message appear for credit card errors?
- Is your inventory set up?
- Do coupon codes work?
- Do variations work?
- Is your shipping working?
- Does currency change appropriately?
- Is it easy for someone to find what they're looking for?
- Are cross-sells and upsells working?
- Do you have a way to follow up with customers?
- Is your customer dashboard easy-to-use?
- Have you read your product descriptions?
- Are digital products delivered after purchase?
- Does your search functionality work?
- Are your extensions working?
- How do products look on social media?



## SEO

- Do you have compelling meta descriptions?
- Do all images have alt text?
- Have you considered accessibility?
- Are you using good titles?
- What is your URL structure?
- Are all old URLs consistent or redirected?
- Do you have a sitemap and is it submitted to Google?



## Security

- Do you have a firewall set up?
- Do you have an SSL certificate?
- Are you using strong passwords?
- Are backups set up?
- Do you have a spam filter?
- Have you changed the wp-admin default login URL?
- Is everything updated?



## Legal

- Do you have strong terms and conditions?
- Do you have a privacy policy?
- Have you considered GDPR?
- Do you have a return policy?