



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?



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?