



WHAT TO DO BEFORE & AFTER YOUR NEW SITE GOES LIVE

# Website redesign launch checklist

**t**bh creative



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You invested months into selecting the best website vendor, and then you spent even more time working on your new website’s content and design, testing its coding, and populating all of the new pages. It’s taken a lot of effort, but now you’re almost ready to finish up and see your new website “go live.” But, not so fast! There’s a lot to keep in mind as you roll out your new website. Make sure your new site’s launch goes smoothly by using this list of crucial final steps, honed during our many years working on web design and development projects.

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# Pre-launch

## 2 weeks before launch

- ☐ Identify which metrics (based on your goals) to measure after the new site goes live.
- ☐ Make sure all key pages of your website include clear call-to-action prompts.
- ☐ Test your new website on various devices and using different browsers.
- ☐ Try to run through typical user tasks on each device or browser. If something isn't okay, take a screengrab and record the details so your web developer can troubleshoot and find a solution.
- ☐ Check each page's content for accuracy.
- ☐ Compare old site URLs with the new site URL structure then set up redirects as necessary.
- ☐ Create a new site promotion plan.
- ☐ Revisit your digital marketing plan and start the process of tackling tasks related to your site's launch.
- ☐ Send stakeholders a link to the website so they can provide feedback and requested changes before it goes live.
- ☐ Give your leadership team project status updates and details about your plans for the site's launch.

**Ask team members to check their bios for errors and review specific sections where they have expertise.**

**Learn how to manage your new site using its CMS and provide training to appropriate team members.**

**Give your stakeholders one week to review the redesigned website so that you have one week to make any necessary fixes and adjustments before officially launching.**

# Pre-launch

*continued*

## 1 week before launch

- ☐ Determine responsibilities for tasks related to the actual launch switch over.
- ☐ Capture screenshots of the old site for reference and/or archival purposes.
- ☐ Run a broken link checker on the new website, and fix any broken links.
- ☐ Set up Google Webmaster account and sync website domain.
- ☐ Create analytics account, install tracking its code, and set up goals. Capture your old site's baseline metrics and take note of current ranking positions.
- ☐ Create a website information document for partners that contains pertinent details related to access.
- ☐ Set up an SEO report to run once your new site launches so you can monitor rankings.
- ☐ Finish setting up redirects.

**Before launching, optimize your new website's content accordingly.**

- ☐ Review for placeholder stock that wasn't replaced with purchased art.
- ☐ Check that images have been optimized and have ALT values added.
- ☐ Compare original designs to the new site to make sure the styles match up.
- ☐ Check that a favicon has been added.
- ☐ Review each page's metadata (page title and description) for accuracy.
- ☐ Check that all system pages (e.g., 404 and search) are set up correctly.

# Launch day

- ☐ Record the date of launch (for reference when reviewing changes over the next year).
- ☐ Make sure analytic data is being recorded.
- ☐ Test all forms.
- ☐ Test search and other custom features and functionality.
- ☐ Run speed tests.
- ☐ Run a broken link checker again, and fix any broken links.
- ☐ Update ad URLs, as appropriate.
- ☐ Confirm the site non-www URL forwards to your www URL.
- ☐ Submit your new site's sitemap.xml to Google, Bing, and other search engines.
- ☐ Take a screengrab of your pre-launch branded SERP.

- ☐ Connect or update any third party services.
- ☐ Transfer or set up your SSL.
- ☐ Turn off robots blocking from DEV.
- ☐ Turn on caching where available.

Technical  
tasks

- ☐ Alert your team that your new website is live.
- ☐ Send thank you notes to partners and staff who worked on the project.
- ☐ Launch, rejoice, celebrate!

# Post-launch

## 1–2 weeks after launch

- ☐ Continue to work on parts of your digital marketing website launch plan.
- ☐ Promote your new site on social media; focus on features benefitting users.
- ☐ Take a screengrab of your post-launch branded SERP.
- ☐ Check search engine Webmaster tools and make updates as appropriate.
- ☐ Look at incoming links and any sites linking to your old site and update links, as needed.

**Wait one- to two-weeks to promote your new site after launching so you have time to make any final adjustments.**

## Ongoing after launch

- ☐ Review/monitor analytic metrics, data, SERP reports, and rankings.
- ☐ Take a screengrab of your branded SERP.
- ☐ Continue to work on parts of your digital marketing website launch plan.
- ☐ Run a broken link checker monthly, and fix broken links as appropriate.
- ☐ Check search engine Webmaster tools for any errors or recommendations on a monthly or quarterly basis (depending on your site's size and available resources).
- ☐ Refine and add new prioritized features or content.

**Stay on top of your branded SERP by checking your new site's rankings monthly.**

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