

# WEBSITE PRE-LAUNCH CHECKLIST



# **DON'T LAUNCH YOUR WEBSITE BEFORE CONSULTING THIS CHECKLIST.**

It's better to have all your ducks in a row than scramble when you realize something isn't working the way you planned.



## **LAUNCH THE PERFECT WEBSITE**

There's nothing worse than a clunky website, no matter how pretty it is. A clumsy user experience will lead to high bounce rates and abandoned carts. Your bottom line suffers when people can't find what they want and complete their desired action on your website.

Before you launch that new website, host a couple of internal quality assurance (QA) meetings to make sure everything is working as you intend.

Below, you'll find a checklist of items to run through.

## EMAIL SETUP

Consider what opt-in and opt-out categories you want users to have when receiving your email messages. For example, users can subscribe or unsubscribe to categories like marketing, product updates, blog updates, etc.

### To set up email subscription types, follow these steps:

1. In your HubSpot account, click the settings icon in the main navigation bar.
2. In the left sidebar menu, click Marketing > Email.
3. Click the Subscription Types tab.
4. Click Create subscription type. From here, you can enter a name and description, the purpose of your subscription, and your method of communication.

Add the correct physical address for [CAN-SPAM](#) compliance for your email footer.

Consider setting up an email-sending domain and dedicated IP for improved email deliverability. When people see an email coming from a person rather than a noreply email address, they're more likely to open it.

Send test emails.

## CALLS-TO-ACTION (CTAS)

Set up at least one bottom-of-the-funnel (BOFU) CTA offer to keep the customer journey moving. Examples of BOFU CTAs include:

Request a Demo

Schedule a Call

Sign Up Now

Register Now

Add to Cart

Buy Now

Get a Free Quote

Include top-of-the-funnel (TOFU) and middle-of-the-funnel (MOFU) CTAs on your other assets. Test the CTAs to make sure they lead where you want.

A few good places to park CTAs include:

The sidebar of your blog template

The bottom of blog posts

Product pages

The bottom of landing pages

Emails

## **BLOG SETUP**

Decide what blog subscription types (instant, daily, weekly, monthly) you want to offer to website visitors and set up the corresponding new post emails.

Set up your author profiles.

Set up all the topic tags you want to use. We recommend keeping the list short so it's more helpful for users.

Decide if you want HubSpot to automatically post your new blogs to social media. If you do, set up your profiles and [change your settings per blog](#).

Decide how you want to manage blog comments. Does someone need to moderate the comments for your blog? Change your settings based on your needs.

Create and publish a test blog to ensure CTAs and subscription links work.

## **SALES AND LEAD MANAGEMENT SETUP**

Take your sales team through the contacts, forms, and lists interface so they are familiar with the data HubSpot collects (ignore if you are using a HubSpot-integrated CRM).

Determine how your business will act on users based on the default lifecycle stages and set up new ones if needed.

Consider building a lead-scoring strategy so sales staff knows what leads to act on. Work with sales to decide qualifications.

If you decide to [use personalization](#), make sure all fields have default states. For example, if you plan to use “First Name” in an email, you’ll want to avoid an email that says “Hi First Name” for users who are missing that attribute.

Make sure your CRM is integrated with HubSpot and test data flow.

Test all forms to make sure the submit buttons function and data is pulled into the right places.

## REPORTS SETUP

Add your IP addresses for all company locations to the report settings.

Integrate Google Search Console with your HubSpot account to start using [HubSpot’s SEO tool](#).

Add all external domains you wish to be tracked.

Set up [reporting dashboards](#) in HubSpot to keep track of your most important KPIs.

[Connect your social accounts](#) to begin tracking conversations.

## TEST AND TEST AGAIN

Once you have everything in place, gather a few members of your team to test everything again. Assign everyone a different browser, and have users with iPhones and Androids check for mobile responsiveness. Make sure:

All clickable links are clickable and that they go to the right place.

Form submit buttons work, and users are taken to the proper next step/emails deploy

All pages load

All images load

All CTAs are clickable

Headers, footers, and navigation bars work and load properly

404 errors are remediated

It's a good idea to check back in with this list even after your website successfully launches. As you add or remove pages, this could affect other areas of your website down the road.

# LET'S TALK ABOUT YOUR WEBSITE NEEDS

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Need another set of eyes before you launch? Lynton is stacked with HubSpot experts ready to get your website ready for its big debut. Reach out to see how we can help.

CHAT WITH US →



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