

WEBSITE LAUNCH CHECKLIST

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STEP 1: Build

- Register Domain ⇒ ([Krystal Hosting](#))
- Setup Web Hosting ⇒ ([Krystal Hosting](#))
- Activate SSL
- Install WordPress
- Install Astra Theme
- Select Elementor
- Choose Template
- Edit The Template
- Add Service Pages
- Create Custom Email
- Edit Contact Forms
- Test Contact Forms

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STEP 2: Optimise

- On-Page SEO ⇒ ([Tutorial](#))
- Activate Litespeed ⇒ (WordPress Plugin)
- Page Speed Test ⇒ ([Google Pagespeed Insights](#))
- Mobile Compatibility ⇒ ([Google Pagespeed Insights](#))
- Create Sitemap ⇒ (Yoast Plugin)

STEP 3: Launch

- Google Site Kit ⇒ (WordPress Plugin)
- Submit Sitemap ⇒ ([Google Search Console](#))

STEP 4: Promote

- Google Maps Listing ⇒ ([Google Business Profile](#))
- Build Local Citations ⇒ ([Top 50 Business Directories](#))
- Social Media Profiles
- Email Signature
- Business Cards

STEP 5: Convert

- Irresistible Offer ⇒ (Something valuable for free or a massive discount)
- Collect Email Addresses ⇒ ([Hellobar](#))
- Build Marketing List ⇒ ([GetResponse](#))
- Retargeting ⇒ ([Google Ads](#))