

# YOUR COMPLETE WEBSITE LAUNCH BLUEPRINT



**Tips to High-Converting Company Website**



**+ FREE PRINTABLE CHECKLIST INSIDE**



**KRYSTAL DESIGNS**  
TRANSFORMING YOUR MARKETING

**BONUS**  
PLUS SURPRISE  
BONUS TIPS INSIDE

# INTRODUCTION



## What is a Website Launch Checklist?

Like “Tripp” played by Matthew McConaughey, many websites have “failed to launch”! Witnessing the launch of your website, the product of careful thought and design, is a satisfying experience.

When it comes to website design, mistakes happen, tasks go unfinished, unintentional missed steps and sometimes technology doesn’t meet your expectations. Your Ultimate Website Success Blueprint, helps you understand how they are done before, during, and after publishing your website and ensuring it’s close to perfect by the time you share it with the world!

Regardless of whether your company employs a project manager, a web developer or designer, or all three, this list is a valuable resource for you as a business owner to ensure that your website is done correctly.



# Website Pre-Launch Checklist

As a business owner, you may have control in scheduling opportunities, but to be prepared is half the victory and what could be more helpful than a good old "checklist"!

# 1. A DEADLINE IS A LIFELINE

## Set a launch date

Make sure you don't jump into your website creation (or re-creation) process without setting time-oriented goals.

# 2. DECIDE ON PROJECT BUDGET AND SCOPE

This determines the kind of website design, how complicated it should be, and how much staff and delegation are required in order to complete a project on schedule.



# 3. BRANDING AND STRATEGY

Always keep in mind who you want to communicate with - your audience.

Assessing what best fits your brand identity that is relatable to your target audience defines your tone of voice and web design which will better resonate with visitors than your competitor's websites.

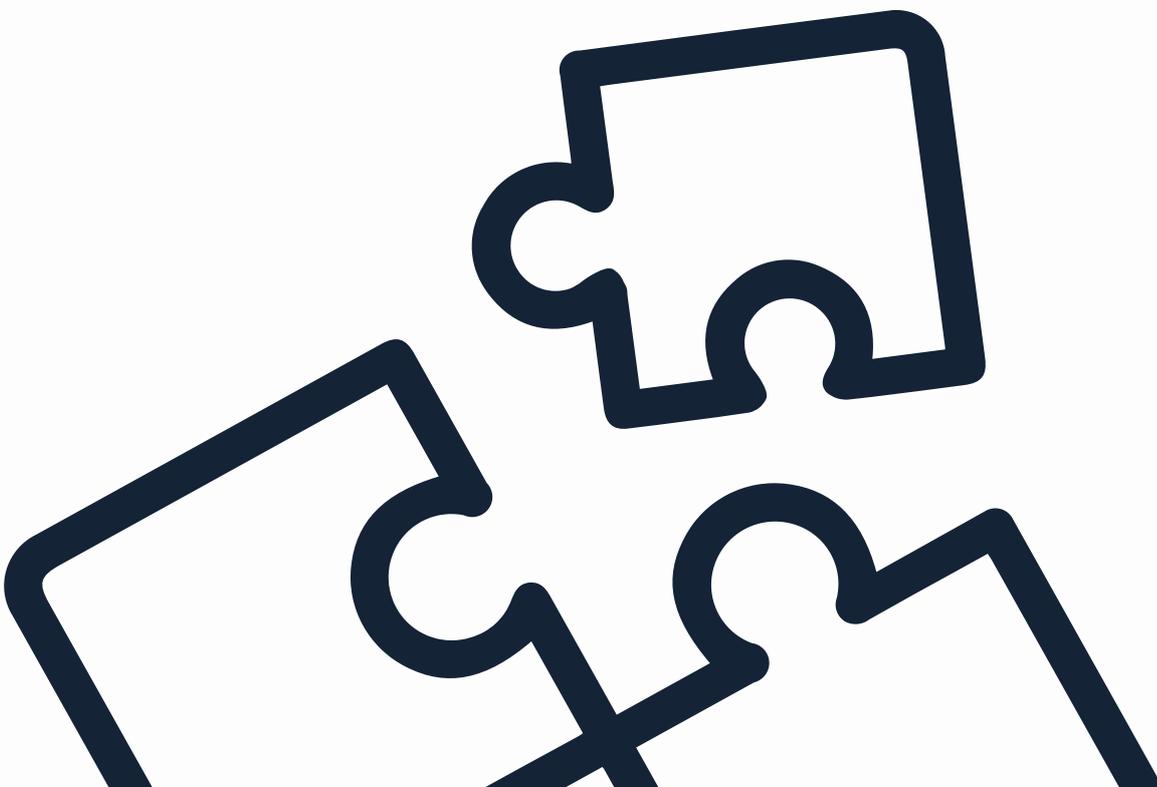
## 4. DEFINE MISSION, VISION, AND PROMISE OR UNIQUE VALUE PROPOSITION (UVP)

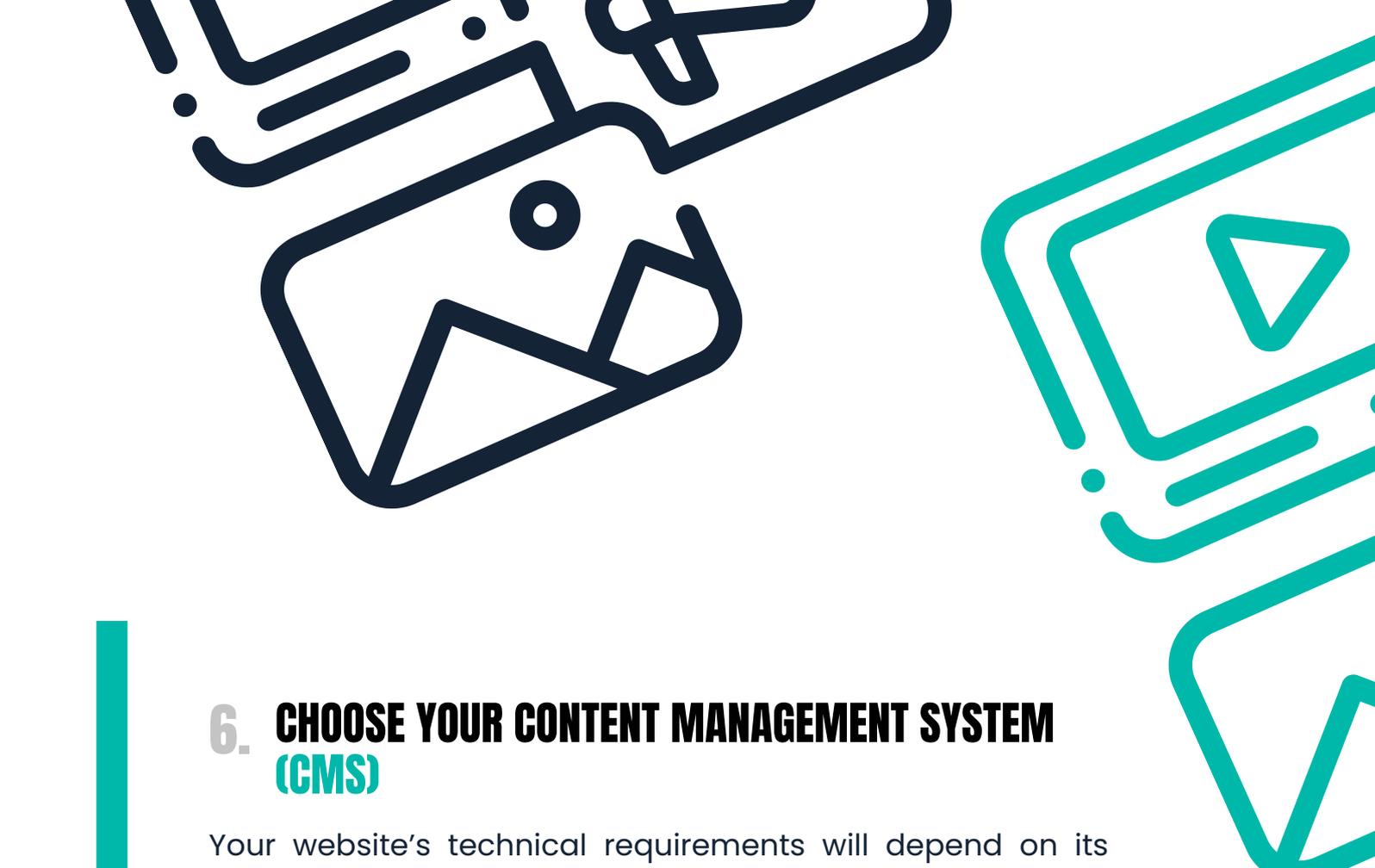
Explain to your target audience what makes your brand unique – is it fun or serious, high-end or low-cost? Gaining your audience and gradually supporting your company's objectives and core values will come from understanding and adhering to these assertions.

## 5. DEFINE KEY PERFORMANCE INDICATORS (KPIs) AND DETERMINE HOW YOU MEASURE YOUR WEBSITE'S SUCCESS.

KPIs are measurable metrics that can come in the form of website traffic, newsletter sign-ups, completed checkouts or downloads, and many more.

Whether your website and business goals are to get more conversions and sales or increase awareness and brand recognition, there are KPIs for every aspect of business that can overall gauge its performance over time.





## 6. CHOOSE YOUR CONTENT MANAGEMENT SYSTEM (CMS)

Your website's technical requirements will depend on its simplicity or complexity. Your CMS decision should stem from your project scope and requirements. There is a wide range of these platforms today, suitable for users with diverse experiences—from beginners who've never made a site before, to professional designers.

## 7. PICK A GOOD WEBSITE HOSTING

Known as servers, these spaces can be rented and acquired through a website hosting provider, or built locally.

We have used Kualo for more than 13 years and they are very reliable, [click here to find out more.](#)

## 8. IDENTIFY USER ROLES AND CONTENT MANAGEMENT

Choose the level of access and authority team members have in making changes. These include editing content, adding new pages, or even changing the website layout.

## 9. UTILISE ANALYTICS AND TRACKING TOOLS

Tools like these will help you understand where your traffic is coming from, what visitors are doing once they land on your site, and which pages or elements are most effective in achieving your KPIs.

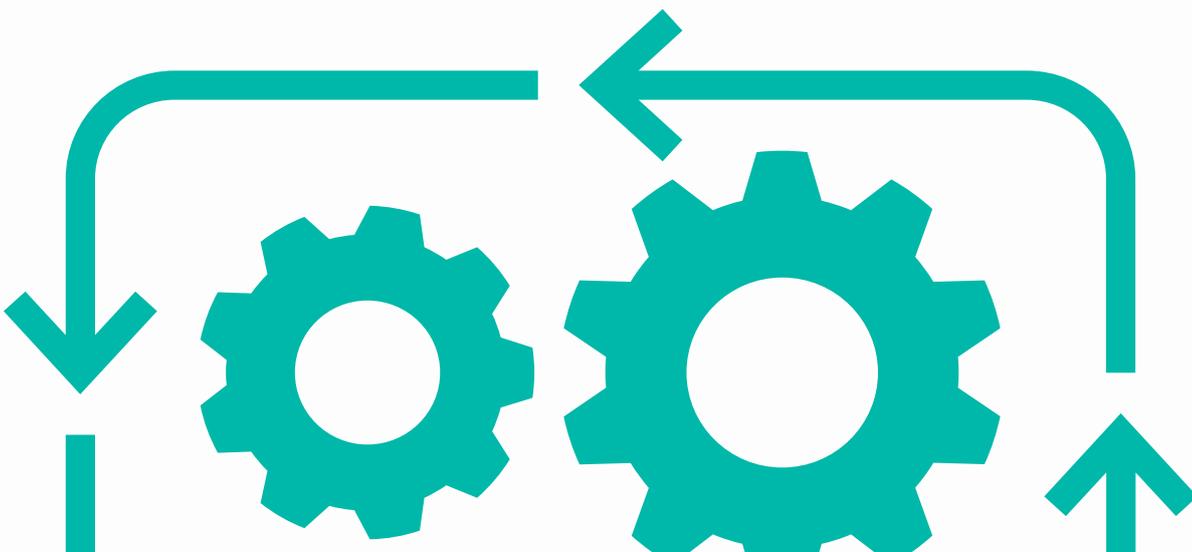
## 10. SET UP YOUR E-COMMERCE

If you opt for also having an online showcase or products, correctly build your online store by deciding what features and functionalities you need whether it's a catalogue, inventory or even single product and decide what is your payment options.

## 11. PLAN FOR MULTILINGUAL AND MULTI-CURRENCY SUPPORT, SHIPPING, ORDER PROCESSING, AND CUSTOM FEATURES

Because part of the beauty of having an online website is that it allows you to connect with audiences from multiple countries and markets, discussing exactly which currencies or languages your website will accommodate can help you connect to your wider business operations.

Researching third-party options to support your market can help your later development as a brand, as well.



## 12. CREATE YOUR WEBSITE PAGES

Start building your pages depending on what type of website you are creating, here are some basic web pages to consider:

**Home Page:** It's the first thing your audiences will see and should immediately create an impression of who you are as a company, what you do or showcase the services that you are offering.

**About Us Page:** A space to share your story and other information that defines your brand.

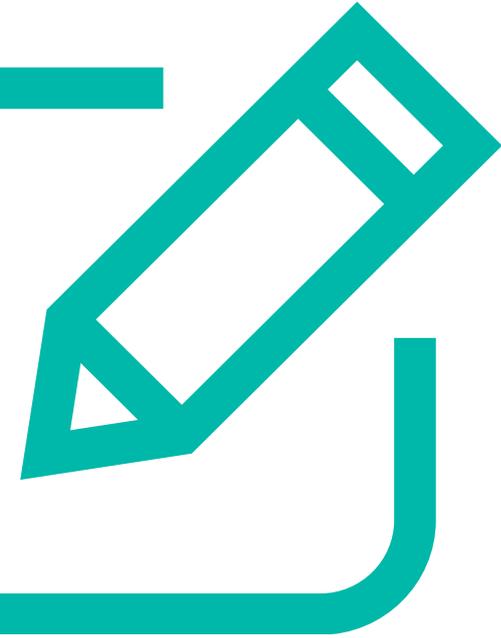
**Contact Page:** Be sure to include a contact page with your phone number, business address, email address, and social media accounts.

## 13. OPTIMISE YOUR LOGO AND PHOTOS

When it comes to photos, quality is everything; and including your logo across your website enhances your brand identity.

## 14. ARRANGE STRATEGIC CTAS

One of the most important elements of your website is how to tell your visitors to engage with your website in a beneficial way for both parties. Make sure your CTAs or "Call To Action" buttons are appropriately placed throughout your website.



## 15. DESIGN AND USE AN “WEBSITE UNDER CONSTRUCTION” PAGE

People who reach your URL before your other pages are ready will at least stay in the know and create anticipation. To encourage future engagement with visitors, include an email list sign-up form on your “Under Construction” page.

## 16. SEARCH ENGINE OPTIMISATION (SEO)

Online experience begins with a search engine and having an SEO-optimised website will ensure more people find your website first, producing leads and boosting brand recognition.

## 17. YOUR WEBSITE DESIGN SHOULD BE MOBILE-READY

Preview how your site appears on mobile devices, and make sure it’s either responsive or has a design adapted for smaller screens. Providing the best possible web experience for smartphone users is an absolute **MUST**.

## 18. LINK TO YOUR SOCIAL ACCOUNTS

People tend to look at your website first just to make sure that they are in the right accounts. Make sure to add your social media icons on your website so that visitors can follow you and stay up-to-date with your latest offers.

## 19. PREPARE SOCIAL ACCOUNTS FOR PROMOTION

Social media will play an important role in spreading the word about your website and getting more visitors. Social media marketing is an integral part of off-page SEO.



## **20. UPDATE COPYRIGHT YEAR**

Although it's a tiny detail, you wouldn't want your potential clients to think that your website is not up to date.

## **21. PROOF-READ WRITTEN CONTENT**

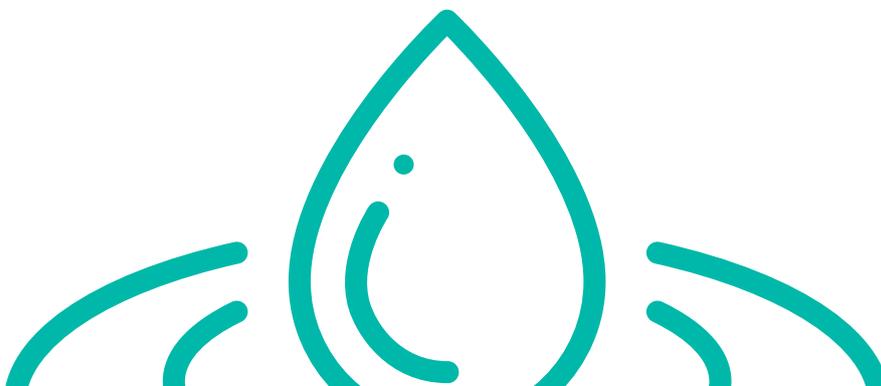
Your reputation and credibility are at stake, so make sure to proof read all text added to your website—from informational copy to headlines and blog posts!

## **22. REVIEW AND EXCLUDE UNNECESSARY TAGS AND CATEGORIES FROM INDEXING**

Excluding indexing for any tags and categories, which could be related to unfinished or irrelevant products, blogs, or website areas, you will prevent search engines from crawling the parts of your site that will negatively impact its SEO.

## **23. ASSESS AND DISABLE INDEXING FOR PRIVATE POST TYPES**

If the content is private then it shouldn't be available through search engines, most especially if these are supposed to be for your paid clients. You can stop search engines from crawling the page that you do not want them to see.





## 24. REVIEW TAXONOMIES AND SET PROPER INDEXING

Taxonomies in SEO which relate to sets of URLs with relevance to one another can both help search engines and your visitors find their way around your website.

## 25. CREATE AND IMPLEMENT REDIRECTS FOR TOP PAGES

“Redirects” can transfer domain authority to your new URLs, pointing both traffic and domain strength to your most important pages.

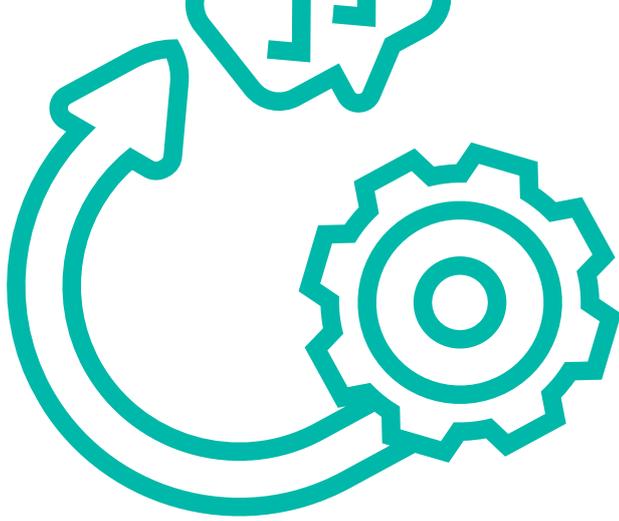
## 26. PLAN OFF-PAGE SEO OPTIMISATION

Writing guest blog posts that link back to your site, posting on social platforms, and writing in forums and external linking can boost your ranking.

## 27. ORGANISE YOUR LIST OF CONTACTS

Start getting your email contacts ready since you’ll need to set up an official mailing list to promote your website after it goes live.





## **28. TEST OUT FORMS AND CRAWL THE WEBSITE FOR FINAL SEO ISSUES**

Watch out for user discomforts such as duplicate tags, 404 errors, and dysfunctional forms. Make sure your website function properly for visitors, and ensure the data gets stored.

## **29. LINK YOUR LOGO TO YOUR HOMEPAGE**

This is an often expected feature in the user experience and helps visitors navigating your site return to the homepage with ease.

## **30. TEST UI/UX ELEMENTS**

User Interface (UI) and User Experience (UX) can increase conversion rates. Make sure to meticulously test all UI/UX elements: icons, animations, and formatting, to drive conversions for your website.

## **31. ADD A SEARCH FUNCTIONALITY**

A search feature can help visitors locate specific sections of your website, including pages and products.

## **32. PROPER PAGE PERFORMANCE**

Your brand's image relates to your website's performance standards and the experience it provides the user. Aspects to consider: Loading speed and ease of navigation.

## **33. ENSURE NO CRITICAL PHP OR MYSQL ERRORS EXIST**

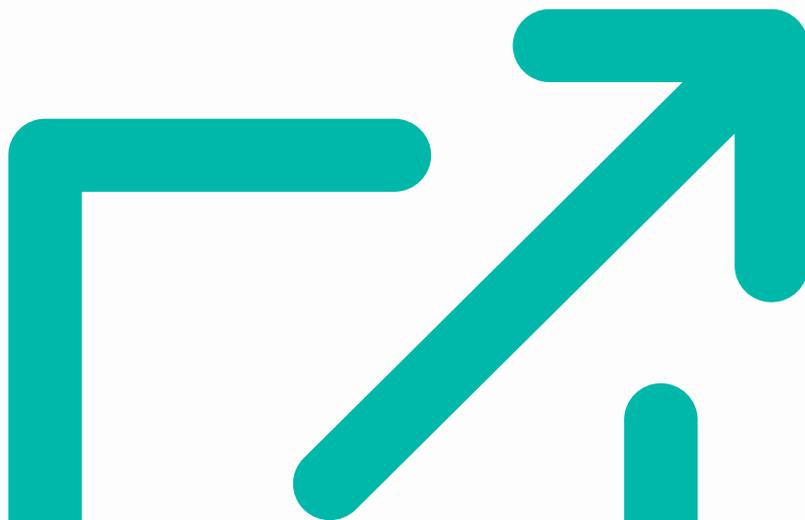
When there is something wrong with your code, mistakes can be as simple as a misspelling or as complex as an incorrect variable and will require custom coding to fix.

## **34. VERIFY JAVASCRIPT FUNCTIONALITY**

To check this functionality, you'll need the support of an expert backend developer.

## **35. ENSURE EXTERNAL LINKS OPEN IN NEW TABS/WINDOWS**

External links gain your company credibility, but make sure that users will have another window or tab open and not get redirected away from your website as this gets diverted to their user journey experience and time from your page.





### **36. CONFIRM CONTENT ON ALL PAGES**

Every page should have content that provides value to your user.

### **37. SCAN FOR ACCESSIBILITY**

Stay ahead of the curve and make sure that all users have equal access to your website – it gives people with disabilities the opportunity to use and interact with your website.

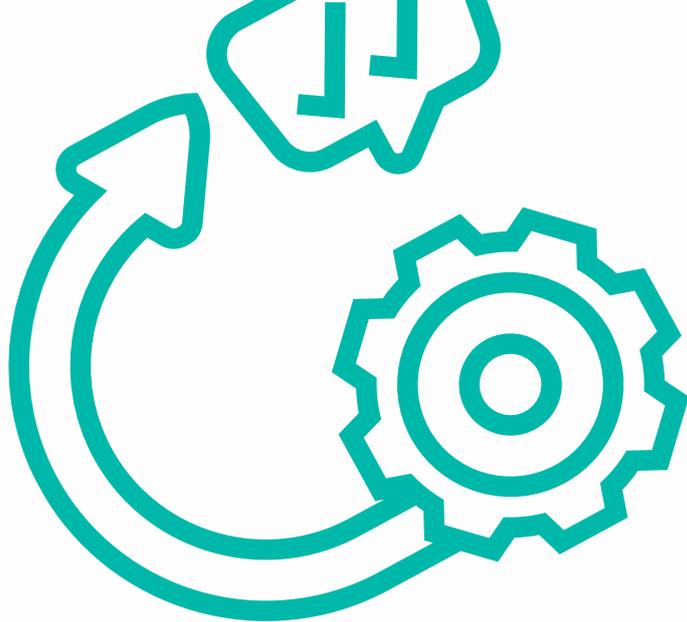
### **38. SET UP A LIVE CHAT OPTION**

This extra form of communication will increase communication, improve customer services, and close on more sales

### **39. CUSTOMISE 404 PAGES**

Customising a 404 page can make a pleasant visual impression, and including links that will encourage them to continue exploring your site is another small detail that can make a big difference when you have a page that has a broken link or is no longer available.





## 40. PROVIDE A PRIVACY POLICY

This gives security to your visitors by them knowing how you protect their information, provides recourse for those who have violated their privacy, and lets visitors to your site know what information you will collect and what you will do with it.

## 41. REVIEW YOUR DESIGN

Make sure that you are happy with the way it looks and has the potential to achieve your online marketing goals. Two sets of eyes are better than one, so get feedback from a friend, if you will!

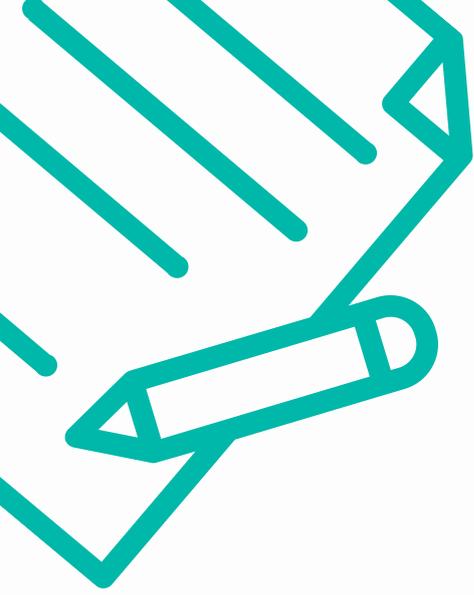




**FINISH**

# **Website Post-Launch Checklist**

Project Management and Development is just as important as when you first started putting together your business website journey.



## **42. NOTE PROJECT TIMELINE COMPLETION AND DURATION**

Alongside the original project brief, this will help identify its costs.

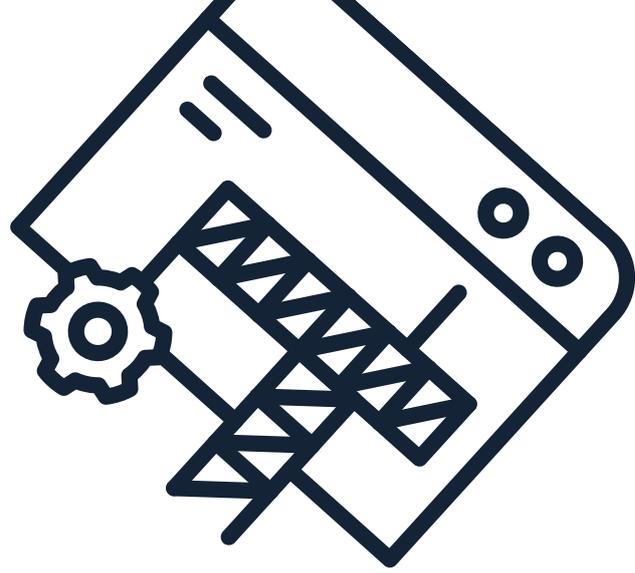
## **43. NOTE AGREED-UPON HOURS AND REASONS FOR DELAYS**

This helps you organise future finances with similar projects.

## **44. NOTE ANY SIGNIFICANT PROJECT ISSUES**

Assess the damage and the reasons why to ensure it doesn't happen again





http://



## 45. INSTALL SECURITY CERTIFICATE AND CONFIGURATIONS

With security configurations, you can be sure that your site is safe from malicious attacks that can lead to downtime, stolen data, or worse. And also, make sure that your website has Secure Sockets Layer SSL Certifications or they'll lose trust in your business and may not continue onto your website.

## 46. BACK-UP YOUR WEBSITE

Ensure your site's copies are stored and updated regularly by choosing a backup location.

## 47. PERFORM A USABILITY TEST

Ask a group of targeted users to do a test run, and follow up with questions about their experience of your site. Go "extra-mile", promise it's worth it.





## 48. **SUBMIT YOUR WEBSITE FOR INDEXING AND VERIFY ANALYTICS**

Your new website needs to be indexed on Google and Bing to appear on all search engines.

Your web analytics tools will give you insights into how many people visit your site, what pages they clicked, and if they made a purchase and where.

This information helps guide the way you curate your website content.

## **BONUS STEPS:**

### 49. **TEST YOUR NEW WEBSITE'S SPEED**

A loading speed of under three seconds on average will impact usability, conversions, and your site's ranking on search engines.

### 50. **PROMOTE YOUR SITE**

Create unique posts and stories on your social media, or with the use of your contacts, create an email campaign as part of your Online Marketing Campaign.

Referral, Referral, Referral! Of course, good old word-of-mouth is also still very effective.

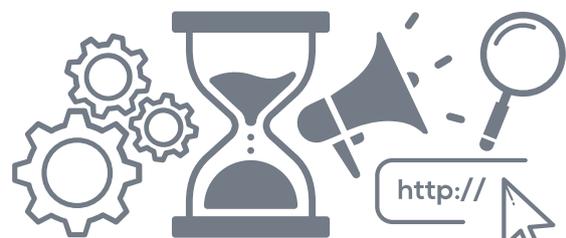


# FREE CHECKLIST

---

www.krystaldesigns.co.uk

- 1. Ensure External Links Open In New Tabs/Windows
- 2. Add Google Analytics
- 3. Submit Sitemap on Google Search Console
- 4. Test Your Forms
- 5. Link Your Logo to Your Homepage
- 6. Add a Search Functionality
- 7. Check Page Performance
- 8. Add a Lead Magnet or Sign Up Form
- 9. Ensure No Critical PHP Or MySQL Errors Exist
- 10. Keep website plugins up to date
- 11. Set up a Live Chat Option
- 12. Add a Privacy Policy page
- 13. Add a Terms and Conditions page



# FREE CHECKLIST

---

www.krystaldesigns.co.uk

- 14. Add Cookie Policy and GDPR Policy
- 15. Install Security Certificate (SSL)
- 16. Back-Up Website Your REGULARLY
- 17. Add Facebook Pixel
- 18. Install Google Tag Manager
- 19. Customise Website Login
- 20. Add Your Social Media Links
- 21. Review website responsiveness
- 22. Add Favicon
- 23. Create A Google My Business Account
- 24. Update Meta Title and Meta Description
- 25. Install SEO Plugin
- 26. Install Speed and Security Plugin



# WHAT HAPPY CLIENTS SAY ABOUT KRYSTAL DESIGNS

Here's just a small sampling of feedback and comments we've gotten from the people we've had the privilege to serve here at Krystal Designs.



## **Listen to what you are trying to achieve and conduct a strategy to over achieve your goals**

*"As a new business I was concerned about the level of enquires we would get from Google, my website and social media. Krystal and her team took control of all my social media, website & my Google page, the results speak for themselves & I am delighted to be working with Krystal & her team.*

*They are very friendly company, they listen to what you are trying to achieve and conduct a strategy to over achieve your goals. I just wanted to say a massive thank you to Krystal Designs, its been a pleasure working with you all and I would definitely recommend them to anyone. 5 stars from me. Thanks again!"*

- **Brian Wright**, Sutton Coldfield



## **Straightforward design which my customers will find easy to navigate**

*"Krystal was so responsive and created my website for my menswear business on time and brilliantly. She was recommended to me and I wouldn't hesitate to now recommend her myself.*

*She took my basic ideas and just came up with a simple and straightforward design which my customers will find easy to navigate and which my team can be proud of, as you can tell I'm very happy!"*

- **Anna Hare**, Norwich



## **Online bookings increased to 700%**

*"Excellent all around! Krystal Designs helped my business grow not just building my website but helping me out with social media branding too. Since we started working with them, our online bookings increased to 700% and it's still increasing each month.*

*I would definitely recommend Krystal Designs to everyone as they have been really helpful to me and my business."*

- **Imad Guli**, Birmingham



# HOW WE CAN HELP YOU

**Dreaming of launching your new website without the hassle of managing a long grocery list of tasks?**

At Krystal Designs, we do the hard work for you! As your web marketing partner, we will keep you in the loop at all times, ensuring 100% transparency and multiple opportunities for feedback and improvements.

**CLAIM YOUR FREE WEBSITE GROWTH CALL WITH OUR TEAM TODAY!**



**KRYSTAL DESIGNS**  
TRANSFORMING YOUR MARKETING



COPYRIGHT 2025. KRYSTAL DESIGNS MARKETING LIMITED - YOUR COMPLETE WEBSITE LAUNCH BLUEPRINT: 48 TOP SECRET TIPS TO HIGH-CONVERTING COMPANY WEBSITE