You can use our website launch checklist to help make sure that your website is launched to the highest possible standards.

Take a look at the items below. We’ve also provided links to our content if you need any more tips or advice.

Go ahead and get started!

1. **Choose a website builder or CMS platform**

*Using a website builder is your simplest way to go get online. You can use our* [*best website builder*](https://thewebsitejumpstart.com/website-builders/best-website-builders/) *page to help find the option that’s right for you.*

*Otherwise, you might choose to use a CMS like WordPress. Check out our page on* [*how to start a WordPress*](https://thewebsitejumpstart.com/wordpress/how-to-start-a-wordpress-website/) *website for more information.*

*You can use this space to leave notes*

1. **Choose a template or theme**

Whether you’ve chosen a website builder or CMS, you need to choose a template for your site.

Make sure to consider what sort of expectations you’ll have, as well as what sort of features you might need.

You can use this space to leave notes.

1. **Customise your design and layout**

Once you’ve chosen your template, you can start customising it to make sure it matches your exact needs.

Apply colour schemes to your website, add in the features you need and consider how well your users can engage.

You can use this space to make notes.

1. **Prepare your content**

Once you have your website designed, you should start working on your content. Pay attention to the different types of content you might want or need to create.

Remember to create content for your homepage and other brand pages, and also pay close attention to your most important pages.

You can use this space to make notes.

1. **Setup your functionality**

Make sure to setup any functionality you need for your website. That might include contact forms or ecommerce functionality.

Also make sure to remember things like on-site navigation and social media connections of you need those.

You can use this space to make notes.

1. **Setup your SEO and tracking**

While you’ve been creating your website pages, you will have been adding basic SEO information, such as page titles and descriptions.

At this stage, you’ll also want to setup any website tracking you’ll need. This might include Google Analytics or a website builder’s built-in analytics dashboard.

You can use this space to make notes.

1. **Preview and test your website**

Before you set everything live, you should make sure to test every page and feature available.

From the homepage to your articles, and on to the contact form and back-end configuration, ensure you are happy with everything before you publish.

You can use this space to make notes.

1. **Final launch preparation**

Make sure your [domain name](https://thewebsitejumpstart.com/running-a-website/how-to-choose-a-domain-name/) is registered and connected to your website. If you’re using a website builder, this will be automated as part of the build.

If you are using a CMS, such as WordPress, you’ll also need to choose a hosting provider. Check out our [best hosting providers](https://thewebsitejumpstart.com/hosting/best-website-hosting/) page for more information.

You can use this space to make notes.

1. **Publish your website**

Once everything else is done, it’s time for a final review before you set your website live. Check your most important pages and features

Once you’re happy that everything is as it should be, it’s time to press publish. As soon as you’ve set your site live, check it to make sure it works as expected too.

You can use this space to make notes.