

WEBSITE

LAUNCH

CHECKLIST

This Website Launch Checklist with SquareSpace is designed to give you a clear idea of everything you need before launching your website, with plenty of helpful tips along the way. It covers all the essentials to ensure nothing is overlooked, making the launch process smoother and stress-free. With this guide, you'll feel confident and fully prepared to get your site live!

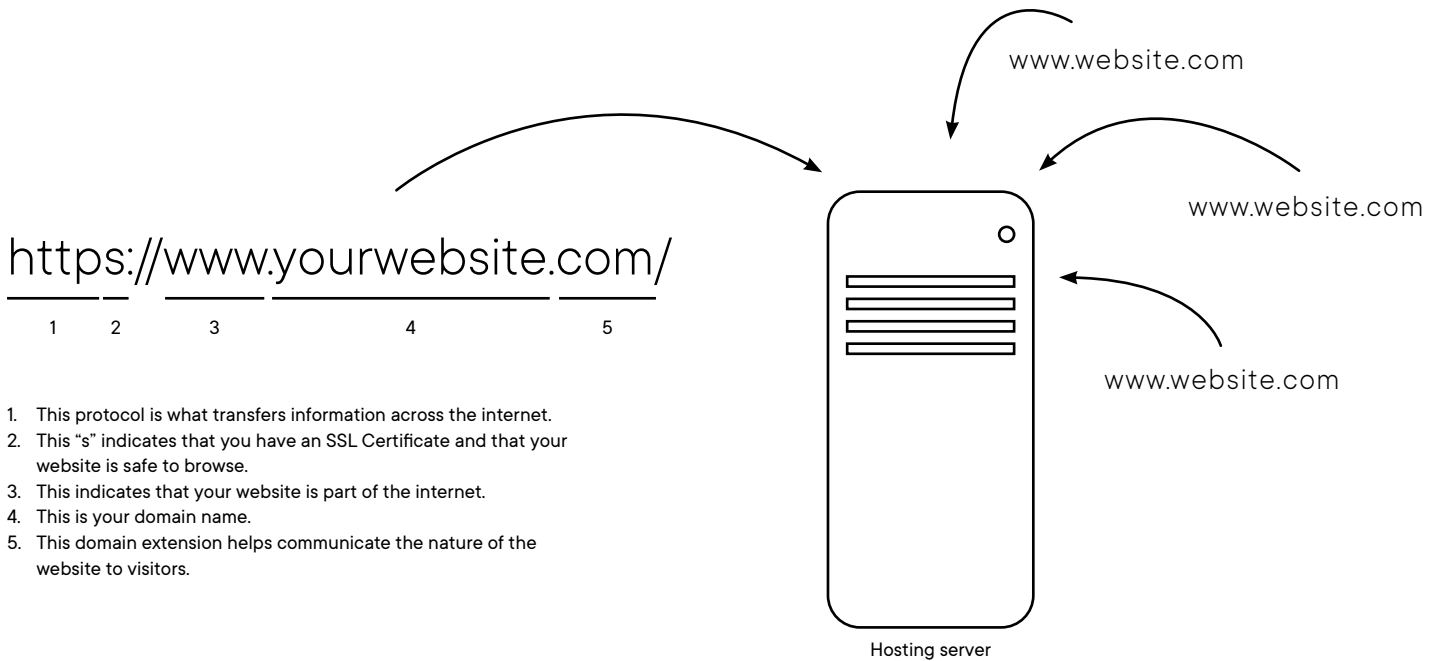
The Checklist

Here's our checklist to guide you through the website launch process. Keep it handy as you work on your site, and check off each item as you complete it. We've also included more details about each step on the following pages to help you understand everything more clearly. Don't worry—you've got this!

- Domain and Hosting
- Collect all the Content
- Find the right Design and Layout
- Start Designing
- Check Design and Responsive Design
- Test all the Links
- Check all Images
- Check Social Media Integration
- Check if Contact Information is Correct and Updated
- Add Legal Pages
- Final Testing
- Launch and Promote

Domain and Hosting

The domain is your website's name or address, while hosting is the space where your website's files are stored and managed.



1. This protocol is what transfers information across the internet.
2. This "s" indicates that you have an SSL Certificate and that your website is safe to browse.
3. This indicates that your website is part of the internet.
4. This is your domain name.
5. This domain extension helps communicate the nature of the website to visitors.

When choosing your domain name, make sure it's easy to read and spell. You can check if your domain is available using sites like domains.squarespace.com.

To keep everything in one place, you can purchase your domain directly through SquareSpace. If you ever want to customize your website outside of SquareSpace, you can buy your domain from other providers. We like [Porkbun](#).

For hosting, you can stick with SquareSpace or choose other services like [Hostinger](#) (affiliate link), where you can also buy your domain.

Since you are starting out, we recommend sticking with SquareSpace. Don't worry, you can transfer your domain in the future. Also remember to make a mental note that both domain and hosting services are typically paid for annually.

FUN TIP!

.com isn't your only option. You can make your website stand out by using other unique domain extensions. Take a look at how [Porkbun](#) showcases different examples of [creative domain extensions](#)!

Collect all the Content

If you've already read part one of this guide collection, you've got this step covered! If not, be sure to check out our free "DIY Website Planning Guide" for more details.

Have all your business, product or service, and contact information ready, along with your photos. We recommend avoiding placeholder text and images, as they can distort how the final result will look. In case you do, it's ok, we'll come back to this.

Find the right Design and Layout

Now it's time to explore the [SquareSpace Template Gallery](#). With all your information organized (and maybe even mapped out), you'll have a clearer sense of the design and layout that will work best for your site. Focus more on the template's layout than the design, as you can easily customize fonts and colors later on.

To simplify the process, try sketching the layout on paper and marking what content will go in each section of the template. This will help you visualize the structure before you start building.

Start Designing

This is the fun part! Now you'll start adding your content—writing copy, uploading photos, describing your products or services, and letting clients know more about you and how to reach you.

SquareSpace's user-friendly interface makes it easy to navigate. It might take a little time to get used to, but you'll get the hang of it. If you get stuck, SquareSpace offers helpful tutorials.

Don't rush through this step—take your time. Focus on finishing one page or section at a time, and you'll complete everything smoothly!

Check Design and Responsive Design

Once you're finished, don't forget to check your website on a phone or tablet. This is important because many users prefer browsing websites on their mobile devices.

The good news is that SquareSpace automatically optimizes for mobile, but it's still a good idea to do a manual check to make sure everything looks and functions as expected.

Test all the Links

While you're at it, make sure to check every link and button on your website, including your social media links. Ensuring everything works properly not only enhances user experience but also helps improve your SEO on Google.

Check all Images

It's common to use placeholder images while designing your website, especially if you're planning a photoshoot for specific visuals. When you're ready to launch, double-check all images to ensure they're the final versions and that there are no duplicates.

If you need high-quality, free photos, you can visit sites like [Unsplash](#) or [Pexels](#).

Check Social Media Integration

Ensure all your social media accounts are linked on your website, and double-check that the links are correct. It's best for these links to open in a new tab so visitors don't leave your site right away.

We recommend placing social media links in the footer rather than the main menu—this way, your clients stay focused on your site without being tempted to leave immediately.

Check if Contact Information is Correct and Updated

Ensure your phone numbers, schedules, emails, and addresses are correct and up to date, as this information is crucial for clients to contact and find you. Also, remember to update this info on your social media profiles and platforms like Yelp and Google Maps for consistency.

Add Legal Pages

Some pages, like Terms and Conditions, Cookies, and Privacy Policies, are required by law. You can find templates for these on Google or create them using AI tools. SquareSpace also offers [helpful tips](#) for creating these legal pages to ensure your site complies with regulations.

Final Testing

You're almost there! Before launching your website, do one final check. Read through all the content, review the images, test the links, social media, and buttons one last time. Double-check that everything is in place and ready to go!

Launch and Promote

You're done! It's time to launch your website. Don't forget to promote it on your social media accounts, and from now on, make sure to keep an eye on it for regular maintenance. Keeping your website updated is key.

Congratulations on your new site, and good luck!

Thank You!

What's Next?

Need help mapping out your website?
Check out Part One of our Free Web Design
Guides and start planning your website!



Visit www.studiomondos.com/resources/ for more.