| Sr. No | Checklist Point | Description | Check |
|---|---|---|---|
| | **Website Pre-Launch Preparation** | | |
| 1 | Define Your Website Goals | Identify target audience, set clear objectives, and determine KPIs. | ☐ |
| 2 | Conduct Website Competitive Analysis | Analyze competitors, find differentiation opportunities, and determine best practices. | ☐ |
| 3 | Develop a Content Strategy | Create a content calendar, optimize for SEO, and plan for ongoing updates. | ☐ |
| | **Website Design and Development** | | |
| 4 | Choose the Right Website Platform | Consider user-friendly platforms, evaluate features, and select a mobile-responsive design. | ☐ |
| 5 | Design a User-Friendly Interface | Create clear navigation, use consistent branding, and optimize load times. | ☐ |
| 6 | Implement SEO Best Practices | Conduct keyword research, create an XML sitemap, and monitor performance with Google Analytics | ☐ |
| | **Testing and Launch** | | |
| 7 | Perform Website Testing | Check for broken links, test functionality on devices, and conduct user testing. | ☐ |
| 8 | Set Up Website Analytics | Install Google Analytics, set up goals, and monitor traffic and conversion rates. | ☐ |
| 9 | Launch Your Website | Backup old files, point domain to new site, and announce launch on social media. | ☐ |
| | **Website Post-Launch Optimization** | | |
| 10 | Monitor Website Performance | Track KPIs, identify improvements, and update content regularly. | ☐ |
| 11 | Engage in Digital Marketing | Promote through social media, consider paid ads, and implement on/off-page SEO. | ☐ |
| 12 | Implement Conversion Optimization | Test CTAs, use A/B testing, and analyze user behavior to optimize conversion rates. | ☐ |