KAIMO STUDIO

Free checklist · Kaimo Studio

12 things to check before your website goes live

The list we go through before every launch. Tick it off and see what's still missing.

Content and contact

- [ ] **It's clear what you do within 5 seconds.** The headline says what you offer and who it's for.
- [ ] **Every page has one clear action.** Call, message on WhatsApp or ask for a quote.
- [ ] **Phone, email and service area are easy to find.**

Technical

- [ ] **It looks and works well on a phone.** A large share of visits come from mobile.
- [ ] **It loads fast.** Compressed images and no unnecessary scripts.
- [ ] **It has an SSL certificate (https).**
- [ ] **Forms arrive.** Send a test message and check it reaches your inbox.

Google

- [ ] **Every page has its own title and description.**
- [ ] **The site is in Google Search Console**, with the sitemap submitted.
- [ ] **Google Analytics** (or similar) measures visits and enquiries.
- [ ] **Your Google Business Profile exists and links to the site.** Here's how.

Legal

- [ ] **Terms, privacy policy and cookie policy**, and the cookie banner doesn't load analytics before the visitor accepts.

Missing something from the list? We'll help you sort it out.

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