



THE ULTIMATE WORDPRESS **WEBSITE LAUNCH CHECKLIST**

The Story Behind this Checklist

My name is Shahzad Saeed and I'm the Editor of IsItWP.

We're the same folks behind some of the most prestigious websites in the WordPress community, such as [WPBeginner](#) – the world's largest free WordPress resource, [WPForms](#) – the most beginner-friendly contact forms plugin, and many others.

That means we know EXACTLY what it takes to launch a website from the ground up.

In our ebook, we put together everything we've learned over the years by launching our WordPress websites.

I believe this is the only resource you'll ever need to get your website up and running.

Learn from our mistakes and launch your perfect website today.

Shahzad Saeed

Editor of IsItWP

Why Having a Website Launch Checklist is Important?

Many of us already use checklists for every day tasks like grocery shopping, Thanksgiving dinner preparations, traveling, and so on.

We do that because checklists are a reliable productivity tool, and it helps us navigate through challenging tasks efficiently.

Checklists are used by NASA during space mission.

Pilots use checklists during takeoff and landing.

Your website launch is as critical to you and your business as a space mission for NASA. That's why you should use a checklist to ensure that you create a perfect WordPress website.

How to Use This Website Launch Checklist and Make it Your Own?

This checklist is designed to provide a step by step map of things you should do for a successful launch of your website.

We have broken it into different stages so that you can easily go through them at your own pace.

It covers all three steps: pre-launch, the time of launch, and what you should do after the launch.

Make sure to keep this checklist on your computer. You'll also need to print it out and keep it on your desk. Cross each task as you finish it and then move on to the next one.

1. Pre-Setup Checklist

☐ Hosting and Domain

Choosing a reliable [WordPress hosting](#) from the start is the best decision you can make for a successful website launch. It will ensure that your site has 100% uptime, it is safe and secure, and managed by real engineers who know what WordPress sites need.

You will also need to choose a domain name for your website. Your domain name should be easy to remember and accurately reflect your brand identity. Take a look at these [tips and tools to pick a domain name](#) for your site.

IsItWP users can take advantage of our [BlueHost Deal](#) which will give you 65% OFF + free domain name.

2. Initial Setup Checklist

☐ Install WordPress

This checklist is for launching self-hosted WordPress sites. Please take a look at this comparison of [WordPress.com vs self-hosted WordPress.org](#).

WordPress is well-known for its famous five minute install. But if this is your first time, then this step-by-step [WordPress installation tutorial](#) will help you.

☐ Check Timezone Settings

After you install WordPress, make sure that WordPress displays an accurate date and time by visiting **Settings -> General** page in admin area. You can change [date and time settings](#) and format there.

- ❑ Make sure your admin email address is correct

It's important that the admin email address on **Settings -> General page** is correct and that you have access to that email account.

- ❑ Enable [comment moderation](#)

Turning on comment moderation will save your site from spam comments. You can moderate comments and approve them from the admin area. After the launch, you may also want to see how to [combat comment spam in WordPress](#).

- ❑ Turn off comment notification

WordPress will send you an email when a comment is awaiting moderation. You can and should [turn off comment notification](#) because these things can become quite annoying.

- ❑ Make sure that your [default post category is not called uncategorized](#).

3. Design Checklist

☐ Install Theme

Theme controls the visual appearance of your WordPress site. This is what your users will see. There are thousands of WordPress themes (both free and paid) that you can use.

Paid WordPress themes also known as premium themes come with a lot more options and premium support from developers.

Too many choices can be a bit overwhelming. You may want to take a look at this guide on [selecting the perfect WordPress theme](#).

You can also check out the [top WordPress themes](#) in the market.

☐ Preview the theme on all major browsers

☐ Preview the theme on mobile and tablets

❏ Create a test post

Create a test post in WordPress and add images, lists, links, and blockquotes to ensure proper formatting and styles.

You may also want to see this guide on [how to add a new post in WordPress and use all the features](#).

❏ [Add a Favicon](#)

4. Must Have WordPress Plugins

- ❑ Add [SeedProd](#) for coming soon page
- ❑ Add [WPForms](#) for contact forms
- ❑ Add [MonsterInsights](#) for adding Analytics
- ❑ Add [Sucuri](#) for protecting your website
- ❑ Add [UpdraftPlus](#) for backups
- ❑ Add [Yoast SEO](#) for SEO
- ❑ Add [WP Rocket](#) for Performance
- ❑ Use [OptinMonster](#) for getting more email subscribers
- ❑ Want more? See [IsItWP's must have plugins](#).

5. SEO & Analytics

- ❑ Add [Title and description](#) for your site, post, and pages
- ❑ Update [permalink structure](#) to Postname
- ❑ [Install Google Analytics](#)
- ❑ Add your site to [Google Search Console](#)
- ❑ [Generate XML Sitemap](#)
- ❑ Submit Sitemap to [Google Search Console](#)

6. Pre-Launch Functionality Tests Checklist

- ☐ Proofread all content on your website.
- ☐ Make sure that the contact information on your website is accurate.
- ☐ Test All forms on your website.

This includes contact forms. Make sure that users can successfully submit the forms and that you receive their message.

Check your opt-in forms to ensure that you are not losing any leads.

- ☐ Make sure that all images are displayed correctly on all browsers and mobile devices.
- ☐ Test all call to action buttons to make sure that they are linked properly.
- ☐ Check your website for broken links and 404 errors.

7. Launch Checklist

- ☐ Spread the word on social media.
- ☐ Announce your website by writing guest posts to popular blogs in your industry.
- ☐ Login to Google Analytics and see how it's going.

Many new users find Google Analytics a bit over-whelming at first. You may want to refer to this [beginner's guide on using Google analytics](#).

- ☐ Get [more user comments](#) on your articles.
- ☐ Grow Your Website

Growing a website from launch to success will take a little time. If you are consistent and determined, then it will eventually become popular.

Meanwhile try these [tools to manage and grow your WordPress blog](#) a bit faster.

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