

# The Only Website Launch Checklist You'll Ever Need

**Congratulations!** Now that you have a modern, user-friendly, discoverable website, you can begin turning visitors into leads and leads into growth for your organization. But there's just one problem: you need visitors first. **Don't worry, I've got you covered - use this checklist as your Bible to make sure you get all eyes on your website when it's go time.**

## ■ Share the good news on social media

82% of consumers report they've found local businesses on top social media platforms, even higher than the 72% who report finding them on Google Search. This is a great place to start sharing the word with your people that you're up and online.

## ■ Use your email or text list

If you have a list of customers, members, or supporters, you can deliver the news of your website launch straight to their inbox.

## ■ Generate buzz before launching

If you want to build some momentum toward your big website reveal, use your email list, text list, and social media profiles to share sneak peaks, progress screenshots, solicit preferred features, or share a countdown clock, using a tool like [tickcounter.com](https://tickcounter.com).

## ■ Optimize for discovery in Google Search

Make sure your new website is set up for indexing, so that it can rank in Google search results right after launch.

## ■ Team up with partners to drive traffic

Leaning on partner organizations to share your new website with their audiences can be a great way to attract more traffic than on your own.

## ■ Create a lead magnet

A lead magnet is a marketing tool designed to attract traffic to your website. An example of a lead magnet can be a free guide, video tutorial, or checklist (*like the one you're reading right now*). HubSpot has [an excellent guide on lead magnets](#) so you can implement this one to make a splash with your website launch.



**Book a discovery call**  
Set your digital debut into motion

**ACT NOW**