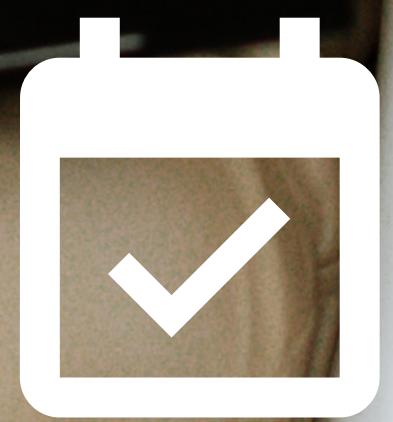


LAUNCHING YOUR *Website*



Welcome

Congratulations...you are about to go WORLD WIDE...
This checklist will help you ensure you have taken all the
necessary steps when launching a website for a new
business.

Let's get straight into it!

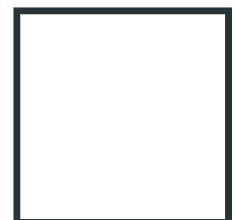
Laura xo

WEBSITE DESIGNER | MARKETING AND BUSINESS MENTOR

FULL
PACKAGE
Marketing

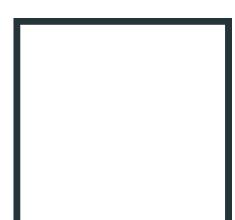
Dare to be
REMARKABLE

FULL
PACKAGE
Marketing



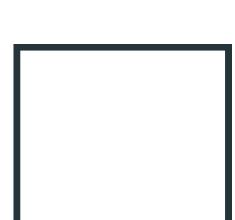
Create a Google Search Console account.

Once you have done this log in and go to the side panel and click the URL Inspection Tool. At the top of the page you will see a space to place your url for your new site. Once you have done this hit the request Indexing button. Google will now be notified of your request and start crawling your site. Click [here](#) to go to Google Search Console



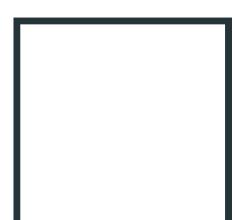
Indexing your new site with GOOGLE

Go to Google Search Console on the left hand site click sitemaps and add the words sitemap.xml into the url space and click submit



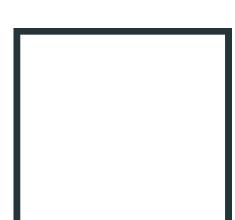
Insert your Facebook Pixel

Depending on what site you use there are many different ways to do this. If you are unsure your website builder can do this for you.



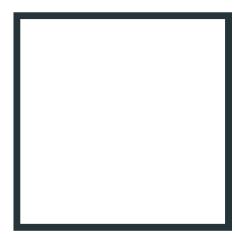
Analytics

Create a GOOGLE analytics account. This will help you track traffic and give you insights for marketing etc



BLOG posting

BLOG posting is by far the best way to get your website in front of many eyes. BUT dont be a blogger for the sole purpose of GOOGLE ranking. Blog posts need to be on point and informative, answering a question and definitely not about keyword stuffing etc.

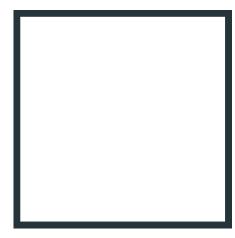


GETTING THE WORD OUT THERE

Your website is not going to pop up in search early on in your launch unless you have had the site crawled etc before letting everyone know it is live.

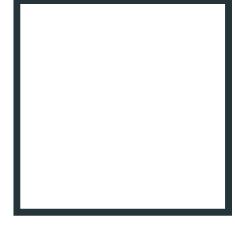
SO...with this in mind all your marketing requires a direct link to the site. Google can take anywhere from 2 days to two weeks to crawl and index your site and making sure your SEO is on point is paramount. If you have built the site yourself it would be worth investing in a SEO expert or if you have had an agency build it they may have included SEO as part of the package.

(ALWAYS GOOD TO CHECK THIS)



NEW BUSINESS OR NEW WEBSITE

Either way you need a fantastic launch campaign to build momentum. You wont rank on Goggles first page straight up unless you are investing a massive amount of capital and honestly, most small businesses dont have the finances to do this.



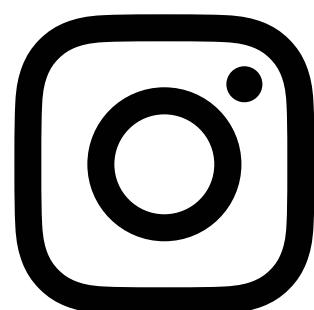
LASTLY BUT DEFINITELY THE MOST IMPORTANT

Celebrate your achievements.... You are creating something REMARKABLE.

**FULL
PACKAGE**
Marketing

STAY IN TOUCH

IF YOU WOULD LIKE TO KNOW I OFFER ONE ON ONE
MENTORING VIA FACE TO FACE OR VIDEO
CONFERENCE. IF YOU WOULD LIKE TO KNOW MORE OR
WOULD LIKE ADVICE ON ANY OF MY SERVICES...BOOK A
CALL



FULL
PACKAGE
Marketing