

Congratulations on launching your new website. Its been so much fun putting it all together ... but we're not done yet! The launch of your new website is the start of a whole new journey to make sure it serves your customers & works hard for your business.

This checklist will help you introduce your new website to the world. I'll be on hand for the next 30 days to help you make the most of your site, implement any of these steps, answer any questions and fix any issues that may arise with your site.

- Subscribe to a website care plan - or schedule time and resources to keep your website software updated.
- Announce your new site on social media.
Try <http://ami.responsivedesign.is/> or <http://magicmockups.com/> to create an image to share
- Send an email to your email list.
If you use [MailChimp](#) (or any other email marketing provider) make sure you schedule an email to your list to invite them to visit your new site. You can sweeten the deal with a special launch offer or some valuable new content to share.
- Email your contacts and clients
For those contacts who are not on your opt-in list, why not send a personal email. You can mention your launch offer - and invite them to sign up to your newsletter list too ;)
- Don't forget to add your website url to your email signature
- Plan your website content editorial calendar (<https://coschedule.com/b> is a tool I recommend for this)
- If you're not using CoSchedule to share your website content on social media, you might like to try Buffer: <https://buffer.com/> or Missinglettr: <https://missinglettr.com/deal/claim/QMH8uYJM/>
- If you need help coming up with content ideas [click here](#) to request a copy of my Content Creation Workbook.
- If you need images for your site, my go to sources for free images are: Unsplash: <http://unsplash.com/>, Gratisography: <https://www.gratisography.com/>, Life of Pix: <http://www.lifeofpix.com/>
- You can make your own images using: Canva <https://www.canva.com/>, PicMonkey <https://www.picmonkey.com/>, or Adobe Spark <https://spark.adobe.com/>

- For a graphic design pro, get in touch with Rob at Angle: <http://www.angle.co.nz/> or Sarah at Crispin Design: <http://crispindesign.co.nz/>
- If you need photography or video for your website I recommend Michelle at Show&Tell: <http://showandtellvideo.co.nz/> or Kim at Cat House Films: <http://www.cathousefilms.com/>
- Start measuring your website performance. Log in to your Google Analytics account and start tracking your key performance metrics for your site. If you're not sure what you should be paying attention to take a look at this article: <http://bloomonline.co.nz/2017/07/reach-your-business-goals-with-google-analytics/>
- Plan your SEO strategy. The Beginners Guide to SEO by MOZ is a great place to start learning about SEO: <https://moz.com/beginners-guide-to-seo>
- Plan your email marketing editorial calendar. MailChimp's Email Marketing Field Guide is a great place to start: <https://mailchimp.com/resources/guides/email-marketing-field-guide/>
- If you need an email marketing provider, my recommendations are [MailChimp](#) or [Active Campaign](#)
- Invite your customers to leave reviews on Google My Business. Here's how to create a link you can send to your customers: <https://support.google.com/business/answer/7035772?hl=en>
- To get more traffic to your website, you need to get more links to your website from other sites. Read this article to start thinking about how you will build a strategy to get more links to your website: <https://doubleyouraudience.com/how-do-i-get-more-traffic/>
- If you are looking for help developing a comprehensive marketing strategy for your business I recommend Generate Insights: <https://generateinsights.co.nz/>