

# SITE LAUNCH ESSENTIALS

## 1. NAME THE DATE

You know what I always say. "Done is better than perfect". If you are someone who is likely to endlessly tinker with your website until it's done, stick your neck out and commit. You might end up having a few late nights to get it launched but having a date to aim for definitely concentrates the mind and forces you to troubleshoot.

## 2. SHOW THE PROCESS BEFOREHAND

Seeing the progress you are making is motivating both for you and for your audience. New logos, fonts, brand boards and new business cards are all great for sneak peeks. Also, seeing your new 'look' on your old site is a great motivator. Your old website is already jealous!

## 3. PROOFREAD EVERYTHING SEVERAL TIMES

I HATE being called out over typos and silly errors. Honestly, I could kick myself and you will too. Get a friend or relative who is objective (and can spell) to go over the site with a fine tooth comb, checking for dead links and other mistakes.

## 4. RUN A LAUNCH COMPETITION

Having goodies to give away is a great excuse to email your existing client list. See if any of your suppliers want to get on board in return for shared social media exposure. It's also a great chance to network and grow your email list. Blog about your launch competition and share.

## 5. GET GREAT GRAPHICS

If you're sick and tired of your visuals, now is the time to change them. Source some beautifully styled stock images which can show off your site on various devices. Check out marketplaces like Creative Market or Shutterstock.

