GRIDGHOST.DEV

The Small-Business Website Launch Checklist

The same list I run on every client site before it goes live. Print it, check it, sleep well.

BEFORE YOU BUILD

- [ ] Domain registered in *your* name, at a registrar you control
- [ ] One sentence that says what you do and who it's for
- [ ] Your three most important pages decided (usually Home, Services, Contact)
- [ ] Logo and brand colors collected in one folder
- [ ] Real photos of your work, team, or space — not just stock
- [ ] A decision: WordPress, Shopify, or hand-coded (and why)
- [ ] Budget agreed, in writing, before work starts

CONTENT

- [ ] Homepage headline says what you do in plain English
- [ ] Every service gets its own page or section
- [ ] Phone number, email, and hours on every page
- [ ] At least one testimonial or real review, with a name
- [ ] Spelling and grammar read aloud once, by a human
- [ ] Every image has alt text
- [ ] Contact form tested end-to-end — submissions actually reach you

DESIGN & BUILD

- [ ] Site tested on a real phone, not just a resized browser
- [ ] Text readable at arm's length — 16px minimum body size
- [ ] Buttons and links big enough for a thumb
- [ ] Loads in under 3 seconds on a phone connection
- [ ] Works in Chrome, Safari, and Firefox
- [ ] Consistent fonts, colors, and spacing on every page
- [ ] 404 page exists and points people back to the site

LAUNCH DAY

- [ ] SSL certificate active — https, not http
- [ ] www and non-www versions both resolve to the site
- [ ] Google Business Profile linked and verified
- [ ] Analytics installed so you can see visitors
- [ ] Form notifications land in your real inbox
- [ ] Old site URLs redirect to the new pages

- [ ] Title tags and meta descriptions set on every page

AFTER LAUNCH

- [ ] Backups scheduled — and a restore tested once
- [ ] Updates (plugins, themes, core) on a monthly calendar
- [ ] Someone responsible for small edits — you or a care plan
- [ ] Review the site quarterly: prices, hours, staff still right?
- [ ] Check analytics monthly: are people finding you?
- [ ] Renewals calendared: domain, hosting, SSL — nothing lapses