

Website Pre-Launch Checklist



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by Samantha Schultz

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Overview

You've put a lot of work into your HubSpot website and you're finally ready to launch. LyntonWeb Project Manager Samantha Schultz has created the following Website Pre-Launch checklist to help you launch your site worry free and without a hitch.

Items in **red are highly recommended before launch.*

Blog

- ☒ Decide what [blog subscription types](#) (instant, daily, weekly, monthly) you want to offer to website visitors, reach out to LyntonWeb for help with editing your settings and setting up/styling the emails.
- ☒ Set up all your [author profiles](#).
- ☒ Set up all the [topics](#) (tags) you want to use (we recommend keeping this list short and helpful for users!).
- ☐ Decide if you want HubSpot to [automatically post your new blogs](#) to social media, if yes, set up your profiles and change your settings per blog (see previous link for full instruction).
- ☐ Decide how you want to manage blog comments. Does someone need to moderate the comments for your blog? [Change your settings](#) based on your needs.

CTAs

- ☐ [Set up at least 1 CTA](#). We recommend at least one bottom of the funnel offer to get you started (like “Get a Demo”). Reach out to LyntonWeb if you need a custom designed CTA.
- ☐ Add the CTA to at least 1 template. We recommend adding a CTA to the sidebar of your blog template.

Email

- ☐ Consider what opt-in and opt-out categories you want users to have when receiving your email messages. (I.e. users can subscribe or unsubscribe to categories like “marketing” vs. “product updates” vs. “blog updates”). [Set up your email types](#).
- ☒ [Add the correct physical address](#) for CAN-SPAM compliance for your email footer.
- ☐ Set up a test email.
- ☐ Consider setting up an [email sending domain](#) and [dedicated IP](#) for improved email deliverability.

Landing Page

- ☐ Set up a test landing page.

Campaigns

- ☐ Create a test [campaign](#) to tie together your landing page, CTA.

Reports

- ☒ [Add your IP addresses](#) for all company locations to the report settings.
- ☐ Load your competitors to the [competitors report](#).
- ☐ [Add the keywords](#) from your SEO discovery into the keyword tool.
- ☐ Add [all external domains](#) you wish to be tracked.

Social

- ☐ [Connect your social accounts](#) to begin tracking conversations. Adjust the listening settings there to meet your company needs.

Redirects

- ☒ Familiarize yourself with [how to add 301 redirects](#). You will want to check Google Webmaster tools on a regular basis and load 301 redirects for each 404 error.

Certification

- ☐ Consider scheduling [certification](#) on the HubSpot platform. Users who are active on the platform should at least get the Inbound Certification.

Sales and Lead Management

- Take sales staff through the [contacts](#), [forms](#) and [lists](#) interface so they are familiar with the data HubSpot collects (ignore if you are using a HubSpot integrated CRM).
- Decide with your team how your business plans to act on users based on the [default lifecycle stages](#) - set up new ones if needed.
- Consider building a [lead scoring strategy](#) so sales staff knows what leads to act on.
- Add your company's [personas](#) to your HubSpot portal.
- If you decide to use personalization, [make sure all fields have default states](#). For example if you plan to use "First Name" in an email, you'll want to avoid an email that says "Hi First Name" for users who are missing that attribute.
- Evaluate [sidekick](#) for HubSpot - your sales team can use this to track prospects activity in real-time.
- Make sure your CRM is integrated with HubSpot. Contact support for your options.

Website Management and Support

- Consider LyntonWeb for ongoing website management, inbound marketing or integration services. Reach out to your project manager or support@lyntonweb.com to get started!