



High Five
DESIGN CO.

Website Pre-Launch Checklist

FOR THERAPISTS AND
COACHES LAUNCHING
A PRACTICE WEBSITE

As you prepare to publish your site, use this list to ensure everything is ready for visitors and search engines.

#bestwebsiteever

- Add a title to your site
- Add your logo if you have one
- Write a headline and sub-headline
- Tell your audience what you do
- Focus areas/specializations are clear
- Pages are named and match navigation titles
- Shorten page URL slugs wherever possible
- Write Call-to-Action text on all pages
- Connect social media accounts
- Route Instagram feed to your account
- Add storage for newsletter and forms
- Remove dummy text and empty placeholders
- How to contact you is obvious
- Update footer information
- Add links where they are missing
- Page formatting is consistent
- Test all linked content, forms, buttons
- Review mobile and tablet versions
- Enable cookie banner
- Verify your site with Google Search Console
- Complete [Squarespace's SEO checklist](#)
- Have a friend or two provide feedback on your site



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