

CHECKLIST

TO LAUNCH AND OPTIMIZE YOUR LAW FIRM'S WEBSITE

HOW TO USE THIS CHECKLIST

Below you'll find the key steps you should take to launch and optimize your law firm's website. We suggest you start with the PRE-LAUNCH section. For more detail on any of the steps, be sure to visit the resources listed.

PRE-LAUNCH		
	STEP	RESOURCES
✓	<p>Make sure your SSL certificate works Secure Sockets Layer (SSL) certificates validate your website's identity and enable you to use HTTPS for secure data transfer. This is crucial for protecting your data.</p>	<p><u>A Beginner's Guide to SSL</u></p>
✓	<p>Set up a backup solution Backups are a lifesaver. You should always have a recent backup of your website ready to go.</p>	<p><u>How to Back Up Your Website</u></p>
✓	<p>Integrate an analytics solution An analytics platform will provide you with information about your website visitors. Data that is crucial to optimizing your website. We recommend Google Analytics.</p>	<p><u>Get Started with Analytics</u></p>
✓	<p>Double check that all your pages are in place Don't have any unfinished pages on your website. Think about the core pages you need to launch and make sure they're in place.</p>	
✓	<p>Test your site's navigation and internal links Make sure your site's navigation menu is functional and that there are no broken links.</p>	
✓	<p>Proofread your content and copy Make sure your copy is free of grammatical errors.</p>	
✓	<p>Make sure your website is accessible and mobile-friendly Your website should be easy to use, not just for you, but for everyone. Make sure it's accessible to people of all capabilities on all devices.</p>	<p><u>Incorporating Accessibility in Your Website</u></p> <p><u>Making a Mobile-Friendly Website</u></p>
✓	<p>Check your XML sitemap XML sitemaps are files that include all the URLs search engines should index on your site. If you're using WordPress as your CMS, install the Google XML Sitemaps plugin.</p>	<p><u>How to Create an XML Sitemap</u></p>
✓	<p>Generate a robots.txt file Robots.txt files tell search engines which pages it should and shouldn't crawl.</p>	<p><u>Create a robots.txt file</u></p>
✓	<p>Add metadata to all posts and pages Metadata is the collection of information that search engines use to determine whether your content is relevant. This includes title tags and meta descriptions.</p>	<p><u>SEO for Lawyers</u></p>
✓	<p>Configure your website's permalink structure Make sure your permalink structure is "pretty," looking something like website.com/blog/how-to-draw.</p>	
✓	<p>Check for technical SEO errors Before launching your website, it's important to audit your technical SEO implementation for any errors. Technical SEO involves optimizations that make your site easy to crawl and index by search engines.</p>	

POST-LAUNCH CHECKLIST		
	STEP	RESOURCES
✓	<p>Test your site UX Make sure your site's user experience is positive to keep visitors on your site. Look at your site from the perspective of a new visitor.</p>	
✓	<p>Make sure your site is secure Double-check that your website is secure. Make sure your website complies with all laws and that it's protected against hackers.</p>	<p><u>Secure Your Site</u></p>
✓	<p>Ensure your analytics are working properly Verify that your analytics are up and running properly. It can provide you with key customer insights.</p>	
✓	<p>Submit your sitemap and request indexing Your website launch won't matter if it doesn't show up in search results. To ensure your site appears on the largest search engine out there, log in to Google Search Console and submit a new sitemap.xml.</p>	<p><u>Build and Submit a Sitemap</u></p>
✓	<p>Verify that backups are in place Look into your backups again. Make sure they are in place and work.</p>	
✓	<p>Check that your conversion path is working All contact forms, payment processes, thank you messages, and more should be working correctly at the launch of your website.</p>	<p><u>How do conversion paths work</u></p>
✓	<p>Re-check your technical SEO Crawl your site once more to ensure that no errors or issues occurred post-launch.</p>	