

Website launch checklist — Hostinger Learning lab

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Domain & Hosting Setup

- ☐ Chosen and registered your domain name
- ☐ Selected a hosting plan that fits your needs
- ☐ Connected your domain to your hosting provider
- ☐ SSL certificate installed and active (site loads on https://)
- ☐ Set up a professional email address (name@yourdomain.com)

Website Setup

- ☐ Chosen a website builder or installed WordPress
- ☐ Selected and customized your theme or template
- ☐ Uploaded your logo and applied your brand colors
- ☐ Created all core pages: Home, About, Contact
- ☐ Added a Privacy Policy page
Required in most countries — use a generator if needed
- ☐ Set up your site navigation menu
- ☐ Verified your site looks correct on mobile devices

Content & Copy

- ☐ Homepage copy written and published

- ☐ **About page written — who you are and what you offer**
- ☐ **Contact page has a working form and at least one email address**
- ☐ **All images compressed and optimized for web**
Aim for under 200 KB per image
- ☐ **No placeholder or Lorem Ipsum text anywhere on the site**
- ☐ **All internal and external links work — no broken links**

Technical & SEO Basics

- ☐ **Page titles set for all key pages (under 60 characters)**
- ☐ **Meta descriptions written for all key pages (under 160 characters)**
- ☐ **Alt text added to all images**
- ☐ **Google Analytics connected and recording data**
- ☐ **XML sitemap created and submitted to Google Search Console**
- ☐ **Caching enabled for faster load times**

Security & Backup

- ☐ **Automatic backups configured**
Daily backups are ideal
- ☐ **All default passwords changed (WordPress admin, hosting panel)**
- ☐ **Security plugin installed or host firewall settings reviewed**

- ☐ Unused themes and plugins deleted
- ☐ Two-factor authentication enabled on your admin account

Pre-Launch Testing

- ☐ All forms tested — contact, newsletter signup, checkout if applicable
- ☐ All buttons and CTAs lead to the right place
- ☐ Site reviewed on desktop, tablet, and mobile
- ☐ Site tested in at least two browsers (Chrome + Safari or Firefox)
- ☐ All content spell-checked
- ☐ A second person has reviewed the site and given feedback

Go Live

- ☐ Coming Soon or maintenance mode removed
- ☐ 301 redirects set up if migrating from an old site
Prevents broken links and preserves SEO
- ☐ Google Analytics confirmed to be recording live traffic
- ☐ Site announced on social media or via email to your list
- ☐ Date of launch noted — use it as your baseline for future reports

Launch your website with confidence using Hostinger

Complete this checklist to ensure every detail is covered before going live. Hostinger's hosting platform includes all the tools you need for a successful launch.

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