

Launch Your Website

You're at the point where you've done all your planning, created your website and you think you're ready... Make sure you don't throw away all your hard work when launching your website!

HOW TO LAUNCH YOUR WEBSITE

1. *You probably don't want your website to be visible before official launch. If so, hide development of your website.*

- * Use password protection
- * Or redirect visitors to an explanation page

2. *Upload your files: You or your web designer should upload the website using File Transfer Protocol (FTP)*

3. *Test*

- * Test the design works on multiple browsers, screen resolutions and operating systems
- * Test the functionality
- * Test the accessibility
- * Proof read the content

4. *More testing! Get people from your target market to try out your website*

5. *Get feedback from testers*

- * Redesign if necessary
- * Retest, get feedback etc.

6. *Add visitor analysis and tracking*

- * Add code to your website to track visitor numbers and details (e.g. Google Analytics)
- * This will allow future monitoring and improvement

7. *Double check - Run through all your checks one last time*

8. *Decide when to go live. Choose a day and time when your website will be best received by your target market.*

9. *LAUNCH! Remove any password protection and go live*

10. *Tell everyone*

Tell everyone you know online and offline about your new website

11. *Submit your website*

Submit to:

- * Social media websites (e.g. StumbleUpon.com, Digg.com)
- * Search engines and website directories (e.g. Google.com, Dmoz.com)

12. *Make a press release*

Write and distribute an online (and offline) press release announcing your website launch

```
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)})(window,document,'script','//www.google-analytics.com/analytics.js','ga'); ga('create', 'UA-46896377-2', 'auto'); ga('send', 'pageview');
```

13. *Avoid the temptation to launch early.*

Ensure you have created the environment for the start of a successful website.

14. *You've now seen how to launch a website. This is the seventh step in the process of good website design.*

15. *Need Help? Ask the experts at guiding you through website development.*

You can also check the reference [here](#) [1].

[Back to previous page](#) [2]

Source URL: https://theingots.org/community/launch_your_website#comment-0

Links

[1] <http://www.realfreewebsites.com/articles/how-to-launch-your-website/>

[2] http://theingots.org/community/how_to_build_website_using_Google_sites