

Website launch checklist

[as part of the partner support program]

Marketing department, Gurtam / 20.12.2018



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SEO recommendations to be implemented before the site launch

Web pages addresses

1. Use [the friendly URL](#) which is the page address consisting of easy-to-understand words

Example:



2. To separate words in URL, use a hyphen. Do not use underscore or the words written together
3. The page should have only one address, it shouldn't be available over several URLs (For example, only with www). [Read more](#)
4. Use only the Latin alphabet in the page address
5. Pages with dynamic parameters should be hidden from indexing. [Read more.](#) Example of the page with dynamic parameters:



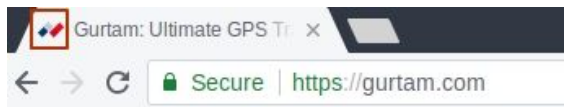
SEO recommendations to be implemented before the site launch

6. Use the HTTPS secure protocol. Find the details in the [Google](#) instruction

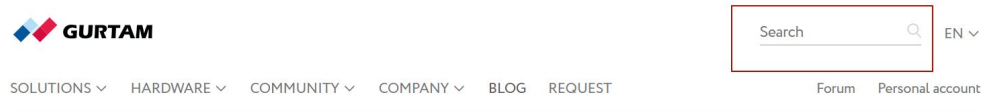
The page content

7. Each page should have only one unique H1 heading. [The instruction on how to compose <h1> heading](#)
8. Add [the favicon](#) for all pages of the site

Example:



9. Implement the [custom search](#) on your site so the user could use it from any page and not just from the home one



SEO recommendations to be implemented before the site launch

10. The menu and content blocks shouldn't have H1 headings
11. The page repeating elements shouldn't be ,
12. Publish a unique content on the page. If you use data from other sites, rewrite it. You can check the content uniqueness with the help of [quetext.com](http://www.quetext.com)
13. There should be the "bread crumbs" on the site so the user could easily get back to the previous step. This way should be located on the left-hand side under the main menu bar. [More](#) about "bread crumbs"

Example:



SEO recommendations to be implemented before the site launch

14. Create a custom 404 page. [Learn more](#)
15. External links should open in new tabs. [Instruction](#) is here
16. Make emails and phone numbers clickable. Use `'mailto'` and `'tel'` attributes respectively
17. Add an [interactive online map](#) to your site so the user can view the precise location of your office and make an itinerary if necessary
18. Make sure that your site is properly displayed in all browsers. [Learn more](#)

Site menu

19. The menu shouldn't be realized with the help of JavaScript, Flash

Metadata

20. You should be able to add and edit metatags on your site (title, description). [Read more](#)

SEO recommendations to be implemented before the site launch

The example of Title and Description:

Title → Gurtam: GPS Tracking System Wialon — vehicle tracking, fleet ...

<https://gurtam.com/> ▼ Перекласці гэту старонку

Description → Gurtam is the leading developer of GPS tracking and fleet management software **Wialon**. ✓1 800 000+ units are connected to **system**. ✓**Wialon** is provided in ...

21. Use keywords in meta tags. Remember that the tags will be displayed in the search results. That's why try to write clear and user-friendly descriptions
22. The page title should be added separately from the page heading

Index linking

23. Add the robots.txt file. [Learn more](#)
24. Create the sitemap.xml file. [Learn more](#)

SEO recommendations to be implemented before the site launch

Images

25. If your site has the option of enlarging a photo, make sure you don't forget about the preview that has the smaller size. The full-sized photo will be loaded as you increase the preview
26. You should have the option of adding and editing 'alt,' 'title' tags for all images on the website
27. The 'alt' image tag should be added automatically while uploading the pictures to the site. The file's name is put in the 'alt' tag

Analytics

28. Add the [Google Analytics](#) tracking code to the site. Add the site to [Google Search Console](#) and analyze the data

Mobile version of the site

29. Get the site optimized for mobile devices. Learn more about mobile-friendly sites in [Google](#) documentation. [Check](#) your mobile version of the website

SEO recommendations after the site launch

30. Check the pages download speed with the help of [Google PageSpeed Tools](#). Follow the instructions
31. Check the code validity with the help of [this tool](#)

External links

32. Register your site in catalogs such as [Google Business](#) and [Bing Places for Business](#)
33. While posting links on the external resources, give priority to links without anchor text. [Learn more](#)
34. Avoid a large-scale growth of links. Add the links little by little, no more than 30 new links per month

Structure

- 35. Make up the structure of the site pages according to the AIDA model. [Learn more](#)
- 36. Put your [unique selling point](#) on the site home page. Learn more about [how to create](#) a unique selling point
- 37. We do not recommend to use a single-page website because it is not effective in terms of SEO promotion:
 - 1) it can't be promoted over a large number of keywords
 - 2) it is inferior to most sites in terms of pages being promoted

A single-page landing combined with search advertising is better used for a separate solution

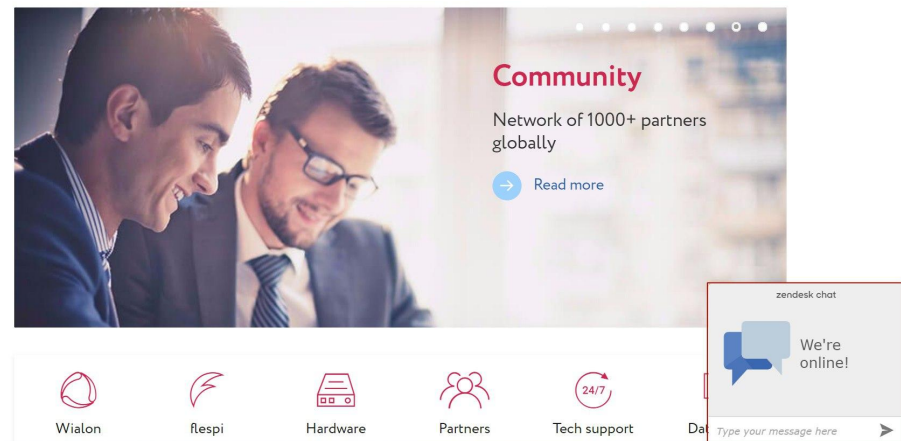
- 38. We recommend to add the following pages to your site: “FAQ” (frequently asked questions), “News”, “About us,” as well as “Rewards and certificates,” “Testimonials”

Commercial recommendations

Multi-language support

39. If you plan on operating in several regions, make sure your site has several language versions. We recommend utilizing the '[hreflang](#)' attribute that the search engines use for specifying the page version in different languages. Specify the localization parameters in the Google Search Console webmaster panel
40. Add a live chat form to the site

Example:



Social media

41. Register corporate accounts in major social networks: Facebook, Twitter, LinkedIn, and Google+