BRANDWEAVE - FREE RESOURCE

Website Launch Checklist (incl. SEO & GEO)

Tick each item as you go. brandweave.agency

1. Content & design

- [ ] All pages proofread for spelling and grammar
- [ ] Every page has one clear call to action
- [ ] Contact details correct everywhere
- [ ] Images compressed and with descriptive alt text
- [ ] Favicon added
- [ ] Custom 404 page

2. Mobile & speed

- [ ] Tested on iPhone and Android
- [ ] Tested on Chrome, Safari and Edge
- [ ] Page load under 3 seconds on mobile
- [ ] No horizontal scrolling on small screens

3. SEO

- [ ] Unique page title (50-60 characters) on every page
- [ ] Meta description (120-160 characters) on every page
- [ ] One H1 per page
- [ ] Clean, readable URLs
- [ ] XML sitemap and robots.txt
- [ ] Submitted to Google Search Console

4. GEO (AI search)

- [ ] Clear FAQ answering real customer questions
- [ ] Business name, address and phone consistent everywhere
- [ ] Organization / LocalBusiness schema added
- [ ] About page explaining who you are and why to trust you
- [ ] Service pages describe exactly what you offer and where

5. Domain, email & hosting

- [ ] Domain connected and HTTPS (SSL) working
- [ ] www and non-www redirect to one version

- [ ] Business email set up and tested
- [ ] Backups enabled

6. Tracking & legal

- [ ] Analytics installed and tested
- [ ] Contact form sends to the right inbox
- [ ] Privacy policy and cookie notice
- [ ] Terms of service (if selling online)

Need help? Brandweave builds websites, brands, SEO & GEO and social content.
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