



# THE LAUNCH READINESS CHECKLIST

Know exactly when you're ready to launch.

## PHASE 1: THE FOUNDATION

Legal. Technical. Locked in.

- Business Name & Entity:** LLC or sole proprietorship registered and confirmed.
- Domain Name Secured:** Purchased through a trusted registrar.
- Hosting Connected:** Server configured and DNS properly pointed.
- SSL Certificate Active:** HTTPS security fully enabled.

## PHASE 2: BRAND IDENTITY

Credible, cohesive, and polished.

- Logo & Favicon:** Primary logo uploaded plus browser icon.
- Color Palette Set:** Primary and accent brand colors applied.
- Typography Styles:** Readable headline and body fonts selected.
- Essential Pages Drafted:** Home, About, Services, and Contact page written.

## PHASE 3: LAUNCH SYSTEMS

Built to convert and follow up.

- Mobile Responsive:** Tested across phones and tablets.
- Forms & Automations:** Leads route correctly to inbox or CRM.
- Welcome Sequence:** First email automatically sends upon signup.
- Basic SEO Completed:** Meta titles, descriptions, and image alt text added.
- Analytics Installed:** Google Analytics and tracking pixels active.
- Legal Footer Added:** Privacy Policy, Terms, and Disclaimer linked and accessible.

## LAUNCH STATUS

If every box is checked, you're not guessing.  
**You're cleared for launch.**