Adler Marketing Services
As sharp to detail as an eagle's eye

Essential matters to check before launching your website

1. Create a launch plan (make a plan to make lots of noise on the day the website is launched)
2. Create a [Favicon](#) icon
3. Ensure text is clearly written and addressed to your target audience
4. Check your titles and text for spelling & grammatical (formatting) errors including fonts, font size and colors
5. Ensure all (internal) links works
6. Create Call-to-Action opportunities (e.g. download for free, contact us for …)
7. Verify a lead generation mechanism is installed (e.g. subscribe to company updates, newsletters)

Tips

- Create a pre-launch 'Coming Soon" teaser page
- Use a strong tagline
- On "launch day", have highly-valuable content already available to consume (ideally several blogs, case studies)
- Ensure the website is well designed, easy to navigate through and build logically
- Verify that your branding elements such as your logo, tagline and other graphical elements on the website should make it easy for your visitors to understand why the website exists and what's in it for them
- Go to [Google Alerts](#) and setup an alert for keywords that match your brand name, URL and even your own company name
- Create a Share Page - you want to enable visitor to share your website in any way possible

What services related to the launching of a website do we offer?

- Market Research (in several languages)
- Create a launch plan
- Content writing for website, brochures, blogs, newsletters, email campaigns and social media
- Proofreading and editing existing text
- Creating a lead generation plan, process and follow up
- Creating the website with technical support

To learn more or set up a consultation meeting, please contact: adler@adlermarketingservices.com

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