NEXORA DIGITAL

FREE RESOURCE · CHECKLIST

Website Launch Checklist

25 practical checks for small businesses — before your website goes online, and every few months after. Tick each one off as you go.

1 The essentials

- [ ] **Your home page says what you do, for whom and where.**
  A visitor should understand it in five seconds, without scrolling.
- [ ] **Address, opening hours and service area are correct.**
  Check them again after every holiday closure or change of hours.
- [ ] **Every page has one clear main action.**
  Call, book, request a quote, visit the shop: make it a visible button.
- [ ] **You use real photos of your business, products or work.**
  Stock images are fine as support, but customers trust what is real.
- [ ] **Your domain and email match your business name.**
  For example www.yourbusiness.com and info@yourbusiness.com, rather than a generic email address.

2 On a smartphone

- [ ] **Test the site on your own phone, not just on a computer.**
  For many local businesses, most visits come from a phone.
- [ ] **The phone number can be tapped to call, and the address opens in maps.**
- [ ] **Buttons are big enough to tap with a thumb.**
  And far enough apart that you don’t hit the wrong one.
- [ ] **Text is readable without zooming, and nothing is wider than the screen.**
  No sideways scrolling, no cut-off images or tables.

3 Contacts and enquiries

- [ ] **Send yourself a test message from the contact form.**
  Check that it arrives (look in the spam folder too), that you can reply to it and that a confirmation appears after sending.
- [ ] **Someone checks enquiries every day.**
  A fast reply often wins the job.
- [ ] **You offer the channel your customers prefer.**
  Phone, WhatsApp, email or a booking link — clearly visible on every page.

4 Google and visibility

- [ ] **Each page has its own title and description.**
  Mention your service and your town, e.g. “Hair salon in Bergamo — Name”.
- [ ] **You have a free Google Business Profile linked to your site.**
  It is often the first thing people see when they search for you on Google or Maps.
- [ ] **The site is added to Google Search Console, with its sitemap.**
  It is free and shows how Google sees your site.
- [ ] **Name, address and phone number are identical everywhere.**
  Website, Google, social profiles and online directories.
- [ ] **Images have descriptive file names and alternative text.**
  Useful for Google and for visitors who use a screen reader.

5 Legal basics (Italy / EU)

- [ ] **A privacy policy explains which personal data you collect and why.**
  You need one as soon as you collect data, for example through a contact form (GDPR).
- [ ] **A cookie banner, if you use non-essential cookies.**
  Advertising, most analytics tools and many embedded maps or videos require consent; strictly technical cookies do not.
- [ ] **Your business details are on the site.**
  In Italy, businesses with a VAT number (partita IVA) must show it on the website’s home page.
- [ ] **You have the rights to every photo, text and font you use.**
  Images “found on Google” are usually protected by copyright.

This checklist is not legal advice: check the specifics of your business with a professional.

6 Speed and security

- [ ] **HTTPS is active on every version of the address.**
  With and without “www”: the browser should show the padlock.
- [ ] **Images are compressed and resized for the web.**
  A photo straight from a phone can weigh more than the rest of the page combined.
- [ ] **Backups exist, and someone knows how to restore them.**
- [ ] **Someone is responsible for keeping the site up to date.**
  Content, prices, opening hours and, if there are any, software updates.

Need a hand?

Questions about any point on this list? Write to us at nexora-digital.it — we’re happy to help, with no commitment.

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