

Website Launch Guide

Most problems with a new website do not show up in the design. They show up after launch: pages Google never indexes, forms whose messages never arrive, and visits nobody can trace. These steps prevent that before it happens.

Content before launch

- A separate page for each main service, with a title that clearly names the service and the city.
- Phone, WhatsApp and address that match your Google Business Profile exactly.
- Compressed images, each with alt text describing what it shows.
- Privacy and terms pages, and a clear way to contact you on every page.

Technical checks

- HTTPS on every page, and a permanent redirect to or from www so the site has a single address.
- Good mobile speed: test the main pages in PageSpeed Insights.
- Submit every contact form yourself and confirm the message actually arrived.
- 301 redirects from the old site's URLs to the matching new pages.

Getting found on Google

- A correct robots.txt and a sitemap.xml that lists every public page.
- Connect Google Search Console, submit the sitemap, then request indexing for the key pages.
- A unique title and description for each page, plus structured data (schema) for the business.
- Your website link in your Google Business Profile.

Measuring after launch

- Install GA4 (directly or through Tag Manager) before running any ad campaign.
- Track WhatsApp clicks, calls and form submissions as events, because they are your real lead signals.
- Review the indexing report in Search Console after two weeks and fix any excluded page.

Xposio — digital marketing, web and app development agency in Muscat, Oman. Need help applying this?

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