

Website Launch Checklist

Simple next steps for your new Astro site

You do not need to be a developer. Think of this like opening a hotel: first get the rooms ready, then put up the signs, then tell people you are open. Tick each box as you go. Where a partner tool helps, the link and current discount are listed so you can save money too.

1. Choose a good starting point

- ☐ Decide what the website is for (hotel, studio, agency, product, blog...)
- ☐ Start with a ready-made theme so you are not building everything from zero
- ☐ Browse Astro themes at noel.marketing/astro-themes — code WELCOME10 saves you 10%
- ☐ If someone helps you, send them the theme link so you stay on the same page

2. Make it yours

- ☐ Swap demo photos for real photos of your place, work, or products
- ☐ Replace all sample text with your own words
- ☐ Add your logo and brand colors
- ☐ Write your real address, phone number, and email on the Contact page
- ☐ Fill legal pages (imprint / privacy) with your business details
- ☐ Collect a few guest or client quotes early — Testimonial (15% off for 12 months) makes a “wall of love” easy: <https://refer.testimonial.to/noel-dario-andres>

3. Make it easy to take action

- ☐ On the homepage, make the main button crystal clear (Book now, Contact, Buy...)
- ☐ Put your phone number or booking link where people expect it
- ☐ Check every menu link — none should lead to a dead page
- ☐ Send yourself a test message through the contact form
- ☐ Optional: add a simple chat helper so visitors get answers when you are offline — Chatbase: <https://link.chatbase.co/noel-dario-andres>

4. Go live with your own web address

- ☐ Connect your domain (yourname.com) to the website
- ☐ Open the live site on your phone and on a computer
- ☐ Ask a friend to find the booking/contact button in under 10 seconds
- ☐ Only then share the link widely

5. Help people find you

- ☐ Create a free Google Search Console account and add your website
- ☐ Ask Google to look at your homepage (use “Request indexing”)
- ☐ If you have a real location: claim or update your Google Business Profile
- ☐ Schedule your launch posts with Buffer (the social calendar I use): <https://join.buffer.com/noel-dario-andres>
- ☐ Collect emails for updates — beehiiv is 20% off for 3 months via <https://www.beehiiv.com?via=noel-dario-andres>
- ☐ Tell past customers or partners that the new site is live

6. Keep an eye on results

- ☐ Turn on simple visitor stats (ask your theme docs or helper which tool fits)
- ☐ Once a month: check which pages people visit most
- ☐ Update photos and text when something changes in your business
- ☐ Reply quickly when someone writes — Fyxxer (20% off for 2 months) drafts inbox replies in your voice: <https://partners.fyxxer.com/noel-dario-andres>

Partner tools & current discounts

These are tools I recommend on noel.marketing/stack. Links are partner referrals — you often get a discount, and I may earn a commission. Offers can change; check the partner page when you sign up.

- beehiiv (newsletter) — 20% off for 3 months !' <https://www.beehiiv.com?via=noel-dario-andres>
- Buffer (social scheduling) !' <https://join.buffer.com/noel-dario-andres>
- Testimonial (reviews / wall of love) — 15% off for 12 months !' <https://refer.testimonial.to/noel-dario-andres>
- Fyxxer (inbox drafts) — 20% off for 2 months !' <https://partners.fyxxer.com/noel-dario-andres>
- Chatbase (site chat / FAQ agent) !' <https://link.chatbase.co/noel-dario-andres>
- Full list with more offers: <https://noel.marketing/stack/>

Browse all partner offers !' <https://noel.marketing/stack/>

Want this to feel easy?

A good Astro theme from noel.marketing already looks polished and is built for speed. You focus on your photos, your story, and your offer — not on reinventing a website from scratch.

- Astro themes: <https://noel.marketing/astro-themes/>
- Your welcome code: WELCOME10 (10% off)
- Prefer drag-and-drop? Also browse Framer themes on the same site

Start browsing !' <https://noel.marketing/astro-themes/>

From noel.marketing. WELCOME10 works on eligible products after you confirm your email (not on Shopify App Store apps). Partner links may earn a commission at no extra cost to you. Discounts shown were current when this PDF was generated — always verify on the partner checkout.

<https://noel.marketing>