# Website Launch Starter Pack

A quick-start workbook for getting a small website ready to publish.

## Set the direction

Who should the site help?

What should a visitor do next?

Which pages are essential on day one?

## Plan the build

Who owns the copy and images?

What is the spending limit for launch?

Which tasks must finish before launch day?

## Test the visitor journey

Which page will a first-time visitor open?

What should happen after they click the main button?

Who will fix issues found in the first week?

### Continue with these free resources

Website Content Planner
Website Launch Budget Tracker
Website Launch Checklist