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10 Things to Do After Publishing Your Website

Simple steps to help people find and use your website.

By Vikas Yadav · Checked 18 October 2026. Replace **example.com** with your own website address. These steps do not guarantee a Google ranking.

1. Connect Google Search Console

Why: This free Google tool shows how your website is doing in Google Search and flags problems.

1. Open Search Console and sign in. Choose **Add property**.
2. Choose **Domain**. Enter **example.com**, without https://. Google will ask you to prove that you own it.
3. For the manual TXT method, copy the record Google gives you. Open your domain's **DNS settings** - the records that connect your domain to services. Add a new **TXT** record using Google's name and value. Do not delete existing records.
4. Save it. Return to Google and click **Verify**. Keep the record after verification.

Check: Google confirms ownership and opens your website's dashboard.

If it fails: Recheck the copied record and the DNS provider you used. Updates can take two or three days. No DNS access? Choose **URL prefix** and use one of Google's other verification options.

Help: Google's setup guide

2. Submit your sitemap

Why: A sitemap is a file listing your website's pages. It helps Google find them.

1. Find your sitemap in your website settings. Common addresses are **example.com/sitemap.xml** and **example.com/sitemap_index.xml**. WordPress usually has **example.com/wp-sitemap.xml**.
2. If it is missing, use your builder's sitemap option or ask your developer to create one. For Next.js, share the instructions linked below.
3. In Search Console, select your website and open **Sitemaps**. Enter the sitemap address and click **Submit**. If your website address is already shown before the input box, enter only the remaining part.

Check: The sitemap opens in your browser and Search Console later shows **Success**. This means Google read the file; it does not mean every page is in search.

If it fails: Open the exact address again. It must show a sitemap, not an error or your homepage.

Help: Google's sitemap guide · Next.js instructions

3. Check whether Google can find a page

Why: A live website may still be missing from Google. This check helps you find the reason.

1. Open Search Console. Paste a full page address into the search bar at the top, such as **https://example.com/services**.
2. If it says **URL is on Google**, the page is in Google's index. That does not promise a position in search results.
3. If it says **URL is not on Google**, open the details and read the reason. Click **Test live URL** to check the page as it is now.
4. Fix any reported problem. For an important new or fixed page, click **Request indexing** if shown. Check the homepage and main service or product pages.

Check: The live test can fetch the page. Check again later to see whether Google has added it. A passing live test alone does not prove this.

If it fails: Check for a broken page, login requirement, or a setting that hides the page from search. On WordPress, review **Settings > Reading > Search engine visibility**. Send the reported reason to your developer if needed.

Help: Google's page-checking guide

4. Set up Google Analytics

Why: Google Analytics shows visits and how people use your website. Its standard version is free.

1. Open Google Analytics. Choose **Start measuring** for a new account. Create a **property** - the place where this website's data will appear. Set your time zone and currency.
2. Choose **Web**, enter your website address and create a data stream. This connects your website to Analytics. Note its ID, which starts with **G-**.
3. Connect it through your website builder. On WordPress, Google's **Site Kit** plugin can do this. For a custom website, open the stream's **View tag instructions** and give the installation instructions to your developer. Install it only once.
4. Before collecting data, set up the privacy notice and cookie consent needed for your visitors. Do not send names, emails or passwords to Analytics.

Check: Visit a few pages, then open **Reports > Realtime** in Analytics. Look for your test activity.

If it fails: Check the ID and whether the setup was published. Cookie choices or an ad blocker can stop a test visit appearing. With Site Kit, test while logged out of WordPress.

Help: Google's setup guide · WordPress setup

5. Use the words your customers search for

Why: Clear wording helps visitors and Google understand what each page offers.

1. Write down your actual services. Example: **website development**, **Android app development** or **app publishing**.
2. Search Google for one service. Look at suggestions and related questions for ideas. These are ideas, not exact search counts.
3. Use Google Trends to compare relevant phrases. Choose your target country and the same time range. Its scores show relative interest, not monthly search numbers.
4. Use a clear phrase in the page heading and useful text. Example: replace “We build digital solutions” with “We build websites for small businesses.” Explain the service, show examples and give a clear contact option.

Check: Ask someone to read the page. Can they quickly tell what you offer and how to contact you?

If it fails: Rewrite vague sentences. Do not repeat a phrase over and over or paste a keyword list into the page. Google does not use the “meta keywords” field.

Help: Google’s beginner guide · How Trends data works

6. Fix page titles and descriptions

Why: A clear title and short summary help people understand your page before opening it.

1. Open the page’s **SEO settings** in your builder or existing SEO plugin. SEO means helping search engines understand your website. Look for **Page title** and **Meta description**.
2. Write a title that names the page’s topic. Example: **Website Development | Example Studio**.
3. Write one or two useful sentences for the description. Example: “Business websites with mobile layouts and contact forms. See our work and request an estimate.” Only mention what you offer.
4. Write a different title and description for each main page, then publish. For a custom website, ask your developer to add them. Next.js instructions are linked below.

Check: Open the live page and check its browser-tab title. Ask your developer or use your editor’s preview to check the description.

If it fails: If every page has the same title, check the shared website settings. Google may show different wording in search; your title and description are suggestions, not guaranteed display text.

Help: Google’s title guide · Description guide · Next.js instructions

7. Test your website on a phone

Why: Visitors should be able to read your pages and contact you easily on a small screen.

1. Open the live website on a real phone. Check the homepage and your main service or product pages.
2. Read the text without zooming. Check that the page does not scroll sideways and that images fit.
3. Open the menu and tap important buttons. Make sure banners do not cover them.
4. Complete the main task: send an enquiry, download a file or make a test booking. Confirm the enquiry or booking actually reaches you.
5. Check that the phone version still contains the important information shown on a computer.

Check: The pages are readable, the menu works and the main action succeeds.

If it fails: Take a screenshot of the problem and send it to your developer with the page address and phone model. Test again after the fix.

Help: Google’s mobile website advice

8. Check your website speed

Why: Faster loading and responsive buttons make the website easier to use.

1. Open PageSpeed Insights, enter a page address and click **Analyze**.
2. Look at both **Mobile** and **Desktop**. Test the homepage and one important service or product page.
3. Read the problems listed under the report. Start with large images, heavy videos or too much extra code if the report identifies them.
4. Compress and resize oversized images. Remove unnecessary widgets or plugins. Ask your developer to handle code or hosting problems shown in the report.
5. After publishing the fix, test the same page again and check that its buttons and forms still work.

Check: The page feels faster and the repeated test shows improvement. Real-visitor results use the previous 28 days, so they take time to change.

If it fails: A new website may show “not enough data” for real visitors. Use the test results below it. Scores can vary; you do not need a perfect 100, and a high score does not guarantee rankings.

Help: How to read the speed report

9. Share your website and build useful links

Why: Links help people discover your pages. A backlink simply means a link from another website to yours.

1. Make your important pages easy to reach from your own menu and other relevant pages.
2. Add your website to business profiles you control. Share it with your existing audience where it is relevant.
3. Publish something useful to share: a real project example, a helpful guide or a small tool. Partners may link to it when it helps their readers.
4. In Search Console, open **Links** to see some of the websites linking to you. The list is not complete and new links may take time to appear.

Check: Open the link from the other website. It should lead to the right page and deliver what the link promises.

If it fails: An empty Links report on a new website is normal. Keep sharing useful work. Do not buy links promising Google rankings or post spam comments.

Help: Google's link advice · About the Links report

10. Keep the website accurate and working

Why: A working contact form and correct business details matter more than changing the site just to make it look active.

1. After each website update, test the menu, contact form and main buttons. Confirm that enquiries reach you.
2. Regularly review prices, contact details, service information and downloads. Fix anything that has changed.
3. Keep your website software and plugins updated. Back up the site first and test it afterwards.
4. Review Search Console for problems and Analytics for visits. Check whether visitors actually contact you or complete your main business action.
5. Improve pages when information is missing or outdated. There is no need to publish daily or change dates without improving the content.

Check: Your information is current, the main action works and someone is responsible for fixing reported problems.

If it fails: If enquiries suddenly stop, test the form and delivery first. Do not assume that visitor numbers explain the problem.

Help: Google's advice on useful content

Google's tools above have free standard options. Domain, hosting and development work can still cost money. Menu names may vary slightly by account.

More things worth exploring

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