■ FINAL CHECKLIST: LAUNCH READINESS & NEXT STEPS

■ 1. Test Communication Channels

Support Email tested (✓)

Send yourself a test contact form submission from your website

Confirm email signature is styled and branded properly in Gmail

Set up Gmail filters or labels (optional) for better inbox management

■ 2. Website Pages & Flow

Home Page

Features Page

Refund Policy

Privacy Policy

Terms of Service

About Page – keep it simple and values-driven

Support / Contact Page – include contact form, FAQs link, and email

Set up SEO basics (meta titles, descriptions, open graph, favicon)

■ 3. Security & Performance

SSL installed via Cloudflare

Ensure WordPress caching plugin is set up (for speed)

Confirm Cloudflare is protecting your root domain + subdomains

■ 4. Stripe & Billing

Stripe checkout working

Refund policy page linked inside Stripe settings

Test upgrade flow for logged-in users

Test cancel subscription via Stripe portal

Create custom success page or confirmation modal

■ 5. Email Marketing & Follow-Up

Confirm email marketing tool is ready (Mailchimp, Beehiiv, etc.)

Add newsletter opt-in to your site or inside the app

Segment users by plan or behavior for future campaigns

Build your launch email list for announcement

■ 6. Polish Inside the App

Verify latest Home Page redesign functions well across devices

Ensure Vibe Report, Card creation, and Planner flows are working

Confirm AI suggestions, nudges, and new event tagging work smoothly

Review onboarding steps for clarity (especially 'For You' section)

■ 7. Mobile Experience

Test the full mobile experience in both the app and website

Review mobile navigation

Review button tap areas

Review responsiveness of contact card and planner views

■ 8. Launch Prep

Choose your launch channel(s) (soft launch, public beta, waitlist?)

Prepare a short launch announcement (email or post)

Finalize demo or walkthrough video (optional but powerful)

■ 9. Optional but Smart

Google Analytics installed and tracking

Set up a basic CRM or Notion board for feedback + roadmap planning

Consider adding an in-app feature request or feedback widget

Prepare 1–2 automated emails (welcome email, Day 3/7 check-in)