Launch Preparedness Review Checklist

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How to use this guide:

So you’re ready to launch your course? You’re in the right place! We’ve put together this Launch Preparedness Review checklist to help guide you through your site and ensure your launch goes off without a hitch. To make the review as simple as possible, we’ve broken down your site into areas so you can conduct an assessment of your course site while focusing on the areas that are relevant for you. We’ve also linked out to our knowledge base to make it incredibly easy to find resources on how to use the features that are outlined in this guide.

Some items are marked with an asterisk (*) to indicate that we see these as being optional items to review; some course creators choose to utilize these features but are by no means necessary to launch your site.
Site Design

DESIGN YOUR SITE > THEME LIBRARY
- Correct theme published: Ensure the theme you’ve designed is live on your site
- Theme is up-to-date: Having the most up-to-date theme ensures you’re running our smoothest theme version

DESIGN YOUR SITE > SITE BUILDER > THEME SETTINGS
- Colors are customized and all links are visible: Text colors contrast with background colors so your navigation links are visible for your students
- Site menu on mobile is visible: Swap to mobile view to check that your site menu contrasts with your header background
- Typography customized: Your font selection is easy for students to read
- Favicon set: Customize the icon that appears in browser tabs to align with your brand

DESIGN YOUR SITE > SITE BUILDER > HOMEPAGE > HEADER / FOOTER
- Logo uploaded: Add your personal logo to the header so your students instantly recognize your brand
- Header links: Add any links to custom pages or external pages so your students can easily navigate to important pages
- Social Icons added: Add social links to your Facebook, Instagram, and more by adding icons and links to your footer
- Copyright correct: Customize your copyright text in your footer, use our default, or hide this completely
Site Design

**DESIGN YOUR SITE > SITE BUILDER > HOMEPAGE**

- **Homepage built:** Your homepage is customized with information about your school.
- **No broken links:** All buttons and links lead to the appropriate page.
- **Ability to get to your products from the homepage:** Ensure your students have a way to view and purchase all courses you have for sale.
- **No grammar mistakes:** Proofread your copy to ensure grammar and spelling are correct.
- **Banner is set up properly:** Check that any buttons in your banner are linking to the appropriate page.
  - **Legible banner text:** Text on your banner should be clearly visible to your customers by using a font color that contrasts with your banner image.
  - **No text on banner image:** Utilize Site Builder’s heading options rather than using a banner image with text to ensure the text stays legible on all screen sizes.
- **No sections left with default copy or images:** All sections are customized with images and copy to align with your brand.
Site Design

DESIGN YOUR SITE > SITE BUILDER > COURSE + BUNDLE LANDING PAGES

- Course landing pages built: Your course landing pages are customized with information about the course
- No broken links: All buttons and links lead to the appropriate page
- Correct Call to Action links: All call to action links lead to the appropriate page
- No grammar mistakes: Proofread your copy to ensure grammar and spelling are correct
- No sections left with default copy or images: All sections are customized with images and copy to align with your brand
- Free preview button visible if a free preview is offered: Ensure your students can access the free preview by keeping the default button in your banner
- At least one purchase button: Ensure your students can purchase your course by placing a purchase button in your banner and throughout your course landing page
- Legible banner text: Text on your banner should be clearly visible to your customers by using a font color that contrasts with your banner image
- Private course prompt correct: Customize the text your students see when your course is set to private by going to Settings > Site > Modify text: Site landing page
Site Design

DESIGN YOUR SITE > SITE BUILDER > DEFAULT PAGES

You can optionally customize any of the default pages below. Ensure any customizations made here follow the guidelines outlined for course and bundle landing pages!

- [ ] Checkout page - sign in  
- [ ] Checkout page - payment  
- [ ] Checkout page - thank you  
- [ ] Sign in page  
- [ ] Sign up page  
- [ ] All courses page  
- [ ] Student dashboard

DESIGN YOUR SITE > SITE BUILDER > CUSTOM PAGES

- [ ] No duplicate Privacy Policy or Terms of Service pages: The privacy policy and TOS pages can be edited within Settings > Orders & accounts > Sign in/Sign up settings, so no need to recreate those pages here
- [ ] All pages published: All pages that you'd like customers to view are set as published within the gear icon and linked in the header where applicable
- [ ] Custom page privacy set: Custom pages can be visible to Everyone, Logged in Students, Students enrolled in a particular course or just you as the course creator
- [ ] Custom Page SEO set: Set up your custom page SEO page title, URL, description, and thumbnail image to ensure it’s indexed properly by Google
Course Setup

**MANAGE LEARNING CONTENT > COURSES > YOUR COURSE > CURRICULUM**

- **No lessons with warnings**: All lessons contain the appropriate content to ensure they are visible to enrolled students.
- **No lessons set to draft**: Unless intended, all lessons should be unset to draft so they are visible to enrolled students.
- **Free preview option utilized**: Any lessons that you’d like as part of the free preview are marked as such.
- **Prerequisite lesson utilized**: Any lessons that you’d like set as a prerequisite lesson are marked as such.
- **Discussion option turned on**: Any lesson you’d like students to have the option to start a discussion on are marked as such.

**MANAGE LEARNING CONTENT > COURSES > YOUR COURSE > SETTINGS**

- **Course Name and URL customized**: Give your course a descriptive title and set your URL accordingly.
- **Private course utilized**: If you’ve intended for a course to be set to private so the purchase buttons are disabled, this box is checked.
- **Hidden course utilized**: If you’ve intended for a course to be set to hidden so the course is not indexed by Google and only those with the direct link can access the landing page, this box is checked.
- **Course Player appearance customized**: Your theme, style, and logo are updated to align with your brand.
- **Completion certificates enabled**: If issuing certificates through Accredible, these are enabled and customized.
- **Custom completion page on**: Override the default screen students see when they complete a course by adding a custom completion page and add upsells, a customized thank you message, and more.
- **Video lesson progress settings**: Set your videos to autoplay so students can sit back and learn! You can also set a required video completion percentage to ensure your students watch a certain amount of the video before progressing forward.
- **Chapter completion modal**: Toggle this setting to turn on or off the interstitial modal between chapters.
- **Course image & description added**: This appears on your checkout page and should be setup to describe the course.
- **SEO fields set**: Set up your course SEO title, description, and keywords to ensure it’s indexed properly by Google.

**OPTIONAL**

- **Launch Preparedness Review**
Course Setup

- **DRIP**
  - **Drip schedule created and dates are correct for launch**: If utilizing Drip, the schedule is aligned with your launch date

- **PRICING**
  - **Default price set up**: Your course price is the correct price you'd like students to pay
  - **Expire dates set (one-time payments only)**: If student access should expire, the enrollment duration is set up accordingly
  - **Additional prices added**: If offering multiple pricing options, an additional price is set and displaying on your course landing page

- **PUBLISH**
  - **Course is published**: Course is published for your students to purchase
Bundle Setup

MANAGE LEARNING CONTENT > COURSES > MEMBERSHIPS & BUNDLES > YOUR BUNDLE

- Bundles utilized: Any bundles you intend on selling are created
- Correct courses included: Any courses you’d like to include in the bundle are listed in the Courses tab
- Bundle Name and URL customized: Give your bundle a descriptive title and set your URL accordingly
- Hidden bundle utilized: If you’ve intended for a course to be set to hidden so the course is not indexed by Google and only those with the direct link can access the landing page, this box is checked
- Bundle image & description added: This appears on your checkout page and should be setup to describe the bundle
- SEO fields set: Set up your bundle SEO title, description, and keywords to ensure it’s indexed properly by Google
- Default price set up: Your bundle price is the correct price you’d like students to pay
- Expiry dates set (one-time payments only): If student access should expire, the enrollment duration is set up accordingly
- Additional prices added: If offering multiple pricing options, an additional price is set and displaying on your bundle landing page
Additional Learning Content

**MANAGE LEARNING CONTENT > CATEGORIES**
- Categories created: Courses are added to corresponding categories to help ease navigation for customers.
- Images added to categories: Any categories are set up with images that display on the landing page.

**MANAGE LEARNING CONTENT > INSTRUCTORS**
- Instructor name, email and title set up: You’ve uploaded basic information about your instructor.
- Instructor bio created: You’ve uploaded additional information to introduce the instructor.
- Instructor image uploaded: A headshot has been uploaded for each of your instructors.

**MANAGE LEARNING CONTENT > VIDEO LIBRARY**
- Thumbnails added to videos: Upload an image to each of your videos to let your students know what they are about to see.
- Player has been branded: You’ve selected a player color to match your brand.
- **Captions uploaded:** Make your videos more accessible by uploading captions.

**MANAGE LEARNING CONTENT > PUBLICATION REQUESTS**
- All requests reviewed and published: If any course administrators built courses for your school, those requests are reviewed and approved.

**MANAGE LEARNING CONTENT > SHARE REVENUE**
- Revenue partners added.
- Revenue partners linked to products.
- Revenue partners linked to additional prices of products.
Integrations and Selling Tools

MARKET & SELL > COUPONS
- Coupons set up: Offering any discounts? Ensure they are set up here and provided to your potential customers.
- Expiry dates set: Stop your coupons from being active after your promotion.
- Coupon quantities set: Limit the number of times your coupon can be used.
- Coupon applies to additional prices of products: Each additional price for a course or bundle will be listed separately. Ensure each pricing option is configured if you’d like to coupon to be valid for every pricing option.

MARKET & SELL > AFFILIATES
- Affiliates added: Set up users to promote your course in exchange for commissions on purchases.

MARKET & SELL > INTEGRATIONS
Thinkific offers a number of direct integrations. Ensure any that any tools you are using are correctly connected. Below are what we see as essential integrations:

- E-commerce: [ ] Stripe, [ ] Paypal
- Analytics: [ ] Google Analytics

- Email marketing: [ ] Mailchimp, [ ] Constant Contact, [ ] Convertkit, [ ] Aweber, [ ] ActiveCampaign

- Analytics services: [ ] Mixpanel, [ ] Facebook pixel, [ ] Segment.io, [ ] Sumo

We also offer direct integrations with additional tools that you can optionally setup:
Support Your Students

SUPPORT YOUR STUDENTS > GROUPS
☐ Groups created: Any groups that you’d like to add students to have been set up
☐ Group links generated and shared: Any groups that you’d like to auto-add students to have been created, links generated and shared

SUPPORT YOUR STUDENTS > REVIEWS
☐ Reviews enabled: Gather testimonials for your course and display them on your landing page

SUPPORT YOUR STUDENTS > NOTIFICATIONS
☐ Site owner notifications enabled: Get notifications when key events happen on your site
☐ Student email notifications enabled: Ensure your students get notified to come back to the course weekly, or when their discussion question is answered
☐ Customize the copy, color, and branding for each notification you have turned on for your students:
  ☐ Site welcome email
  ☐ Weekly reminder email
  ☐ Course completion emails
  ☐ Course welcome emails
  ☐ Bundle welcome emails
Overall Site Settings

**SETTINGS > SITE**

- **Site name and URL customized**: Update your site name to describe your school as well as your site URL so it’s easy for students to remember.
- **Reply-to and support email set up**: Ensure any emails sent by students arrive in the right place.
- **Custom domain set up**: Whitelabel your URL by implementing a custom domain.
- **Remove Thinkific branding enabled**: Hide “Powered by Thinkific” on your Thinkific site and courses.
- **Modify site text utilized**: Customize Thinkific default text snippets with your tone of voice.

**SETTINGS > LEARNING CONTENT**

- **Course Player color, font and logo updated**: Align your courses with your brand using these settings if you haven’t done so for each individual course.
- **Option for students to override language enabled**: Allow students to override the site language so they can navigate your school no matter what their native tongue is.
- **Modify site text utilized**: Customize Thinkific default text snippets with your tone of voice.

**SETTINGS > ORDERS & ACCOUNTS**

- **Social sign in (Facebook, Google, LinkedIn) turned on**: Enable your students to login from their social sites to prevent students from needing to create new login credentials.
- **Privacy policy enabled**: Set up a privacy policy that students agree to at the time of sign up.
- **Terms of service enabled**: Set up your terms of service that students agree to at the time of sign up.
- **Custom sign up fields created**: Capture additional information from students at the time of sign up.
- **Modify site text utilized**: Customize Thinkific default text snippets with your tone of voice.

**SETTINGS > CODE & ANALYTICS**

Adding additional tools to your site that require tracking code implementation? Ensure they’re set up in this area.

- **Site footer code**
- **Order tracking code**
- **Sign up tracking code**
- **Google site verification meta tag**

OPTIONAL

- **Site footer code**
- **Order tracking code**
- **Sign up tracking code**
- **Google site verification meta tag**
Student User Account Test Run

The final step of your preparing your site for launch is to sign up as a test student to ensure the sign up and enrollment flow makes sense. We recommend creating a **100% off coupon** for yourself to take you through this step. Open up your site URL in a private window to go through the steps to create your account.

1. Visit your site homepage
2. Click through to course landing page
3. Click the purchase button for the course
4. If enabled, ensure Privacy Policy, Terms of Service are present, link out to the correct page, and are formatted correctly
5. Custom signup fields are present and in the correct order
6. Test coupon works correctly
7. Thank you page looks good and links you to the course player
8. Course player first lesson is visible