Prepare to launch your identity

The name and domain name are chosen. Prepare to put them into use. Gather confirmations, check the website and email, and assign follow-up responsibilities to retain control of your digital identity.

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BEFORE YOU START

Who confirms that everything is ready?

The name is chosen, the website looks ready and the documents await distribution. Yet an email address still needs testing, some access remains with a provider and nobody has gathered the delivery confirmations. Who can say the whole system is ready?

For our workshop, launch must connect the shopfront, website, emails and contact details customers will use. Each element existing separately is not enough. The journeys must work together.

This final article uses the decisions and checks already gathered. It does not restart the naming process. It prepares activation and the people who will look after what follows.

YOUR PATH AT A GLANCE

- Connect tasks with the confirmations they depend on.
- Test real website and email journeys.
- Prepare follow-up, deadlines and handover.

Contents

Know what still awaits confirmation 2

Check what customers will actually use 2

Plan for previous uses if the identity changes 3

Keep a file someone else can take over 4

Key points / What to remember 4

Mini-glossary 5

Sources and method 5

Read the article and find its tools online

CHAPTER 01

Know what still awaits confirmation

EXPECTED RESULT

Separate work in progress from launch conditions.

List the operations to coordinate, including domain receipt or registration, content delivery, website management, email preparation and publication of contact details. For each, identify what must be confirmed before moving on.

Practical dependencies for the workshop

Operation	Confirmation needed
Share the email address	A send-and-receive test with an external address has succeeded.
Publish the website	The intended pages, content and access have been delivered and checked.
Print contact details	The final name and addresses have been copied correctly.
Announce the launch	Open points are identified and the decision belongs to the authorised person.

Work can proceed in parallel. A mock-up or technical preparation can be useful while another confirmation is awaited. Avoid presenting a task as complete simply because someone has started working on it.

If a question about rights, the domain choice or delivery remains open, return to the relevant article with the person following it. A timetable does not turn a question into confirmation. Decide which work can proceed and which must wait.

DO THIS NOW

Name the person gathering confirmations

It may be you. Also record who may commit spending, authorise publication and provide cover. The same person may hold these roles, but they should remain explicit.

CHAPTER 02

Check what customers will actually use

EXPECTED RESULT

Test delivered journeys on a computer and phone.

Return to the names, domains and addresses selected after usage tests. Check how they actually appear on pages, signatures, profiles, documents and materials. Check every published language rather than relying on a mock-up or a browser-generated translation.

Activation tests

Journey	What you establish
Find and open the website	The communicated address reaches the correct page on computer and phone.
Read and navigate	Useful pages, menus, languages and links lead to the expected content.
Contact the business	A test form reaches the right person and the stated information is consistent.
Exchange email	Sending and receiving work with an external address, including signatures and replies.
Use documents	Links, downloads and contact details match the chosen version.

For the workshop, send an enquiry through the form, then reply from the mailbox that will be used daily. Check the journey on a phone too. A button appearing to work does not prove that the enquiry reaches the right place.

Have the necessary technical checks confirmed by the appropriate provider, particularly domain, website and email configuration. The domain control guide helps organise access and continuity. It does not replace a test of your real service.

Sources: [1]

KEY POINT

The final check concerns the delivered journey. A confirmation should describe what was tested, by whom and with what result.

CHAPTER 03

Plan for previous uses if the identity changes

EXPECTED RESULT

Avoid leaving customers and messages on the old route.

If the project replaces an identity already in use, list the previous addresses, pages, signatures, documents and profiles. Customers will not all adopt the new name on announcement day. Determine what to maintain and for how long.

Web redirects do not handle email. Clarify separately what happens to previous mailboxes and addresses, forms, access and external links. Check who still monitors enquiries during the transition.

POINT TO WATCH

A new website does not establish that the old domain can be stopped

Examine remaining uses before deletion or service interruption. If a provider changes, use the handover guide to organise confirmations and responsibilities.

Agree when each previous service may be stopped and who will approve the decision. Keep confirmations with the project records. The two digital autonomy guides develop the principles of continuity and handover.

Sources: [1], [2]

CHAPTER 04

Keep a file someone else can take over

EXPECTED RESULT

Give evidence, responsibilities and deadlines a clear place.

Gather decisions, dated searches, agreements, registration or transfer confirmations, licences and delivered files. Each confirmation should point to a retrievable document rather than a recollection of a meeting.

Keep these records separate from login secrets. Your tracking file can identify the procedure or authorised vault containing what is needed. It does not need to copy passwords or recovery codes.

Follow-up after launch

Area	Responsibility to assign
Domain and services	Access, renewal and alerts.
Website and content	Receiving reported errors and deciding corrections.
Rights and licences	Deadlines or changes requiring review.
Cover	A replacement person or procedure if the responsible person becomes unavailable.

Plan a check after activation, then useful reviews when the offer, markets or participants change. Launch is one stage of the project. Organising follow-up helps retain control over time.

Sources: [1], [2]

Key points / What to remember

YOUR KEY POINTS

- Connect each operation to a confirmation and a responsible person.
- Test real website, form and email journeys.
- Arrange previous uses separately during an identity change.
- Keep evidence and assign access, alerts, deadlines and cover.

FURTHER READING

Check whether you can use and protect the name

Does your business really control its domain name?

Change providers without losing control of your digital identity

Mini-glossary

Term	In a few words
Dependency	A condition an operation awaits before it can be confirmed.
Receipt check	Verification of what was delivered and its expected operation.
Traceability	The ability to retrieve the records and reasons behind a decision.
Transition	Organisation of the move from previous uses to new ones.

Sources and method

The explanations draw on the cited sources, checked within their stated scope on 6 November 2026. Comparison frameworks, preparation examples and working questions are proposed by Wize. No example establishes availability or rights in a particular name. Transaction-specific arrangements remain to be confirmed with the participants concerned. Some official resources are in French.

1. Wize - Manage your domain name
Ongoing management and continuity of access.
https://wize.lu/en/guides/manage-your-domain-name

2. Wize - Change providers without losing control
Handover and service continuity.
https://wize.lu/en/guides/change-providers-without-losing-control

References in brackets identify the sources above.