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.



Ready means checked, as well as delivered

Connect decisions about the name and domain to the real journeys your customers will use.

FROM GO-AHEAD TO FOLLOW-UP

01 **Gather confirmations**

For each operation, record what is missing and who may approve the next step.

02 **Test the journeys**

Website on computer and phone, received form, email sending and receiving, documents and links.

03 **Arrange the transition**

Previous pages, addresses, emails, profiles and services to maintain. Web redirects do not handle email.

04 **Assign follow-up**

Access, renewals, alerts, licences, corrections and someone to provide cover.

POINT TO WATCH

Do not stop an old domain or service simply because the new website is visible. Examine remaining uses and confirm the handover.

YOUR FIRST ACTION

Run an end-to-end test.

On a phone, open the website, send an enquiry and reply from the business mailbox. Record the result, corrections needed and who will follow them up.