

So your Gatsby site is done, and you're ready to share it with the world, **congratulations!** 🎉

Before you hit that deploy button though, there are a few things you can do to make sure your site is configured properly to be searchable, shareable, and properly navigable.

In this section you learn how to add a 404 page for when your users land somewhere unexpected, add search and categorization to your content, and a few other nifty things to ensure your site is crawl-able and index-able to all those fancy bots out there. 🤖