

Website Launch Checklist

Web-Smart.Co

Best SEO Agency in Hertfordshire

Complete 50-point checklist to ensure your website launch goes smoothly. This comprehensive guide covers everything from design and content to SEO, technical setup, and post-launch tasks.

Pre-Launch: Design & Content

- ' Finalise website design and branding
- ' Ensure all pages have proper headings (H1, H2, H3)
- ' Check all images are optimised for web (compressed)
- ' Verify all content is spell-checked and proofread
- ' Ensure call-to-action buttons are prominent and clear
- ' Test website on multiple screen sizes (mobile, tablet, desktop)
- ' Verify colour contrast meets WCAG accessibility standards
- ' Check all forms are working correctly
- ' Ensure navigation is intuitive and user-friendly
- ' Verify all placeholder content has been replaced

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Pre-Launch: Technical Setup

- ' Set up Google Analytics 4
- ' Install Google Search Console
- ' Configure SSL certificate (HTTPS)
- ' Test website speed (aim for under 3 seconds)
- ' Set up 301 redirects for old URLs (if redesign)
- ' Create XML sitemap
- ' Configure robots.txt file
- ' Set up website backup system
- ' Test all internal links
- ' Verify external links open in new tab

Pre-Launch: SEO Foundation

- ' Research and implement target keywords
- ' Write unique meta titles for all pages
- ' Write compelling meta descriptions for all pages
- ' Add alt text to all images
- ' Implement schema markup (Organization, LocalBusiness)
- ' Create and submit XML sitemap to Google
- ' Set up Google My Business (if local business)
- ' Optimise URL structure (clean, keyword-rich)
- ' Implement Open Graph tags for social sharing
- ' Set up canonical tags to prevent duplicate content

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Launch Day

- ' Remove "coming soon" or "under construction" pages
- ' Test all functionality one final time
- ' Clear all caches (browser, server, CDN)
- ' Verify forms send to correct email addresses
- ' Test contact forms with real submissions
- ' Check all payment integrations (if e-commerce)
- ' Announce launch on social media
- ' Send launch email to subscribers (if applicable)
- ' Monitor website for errors in first few hours
- ' Check Google Analytics is tracking correctly

Post-Launch: Week 1

- ' Monitor website speed and uptime
- ' Check for 404 errors and fix them
- ' Review Google Search Console for crawl errors
- ' Set up social media sharing buttons
- ' Create blog content schedule
- ' Start building backlinks
- ' Monitor Google Analytics for traffic patterns
- ' Test website on different browsers
- ' Gather initial user feedback
- ' Document any bugs or issues for fixing

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Ongoing Maintenance

- ' Weekly content updates (blog posts, news)
- ' Monthly SEO performance review
- ' Quarterly security audits
- ' Regular backups (automated daily/weekly)
- ' Monitor and respond to user feedback
- ' Update plugins and CMS regularly
- ' Review and update outdated content
- ' Monitor competitors' websites
- ' Track keyword rankings monthly
- ' Analyse conversion rates and optimise

Need Help Launching Your Website?

Web-Smart.Co offers complete website launch services including:

- Professional web design and development
- SEO setup and optimisation
- Technical configuration and security