

Website Launch Checklist

Everything to check before launching your website. SEO, performance, security, and more.

Content & Copy

- All placeholder text replaced (Lorem ipsum, "Coming soon", etc.)
 - Spelling and grammar checked on all pages
 - Contact information is correct
 - Links to social media profiles work
 - Copyright year is current
 - Privacy policy page exists (if collecting data)
 - Terms of service page exists (if needed)
 - 404 error page is set up and helpful
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Images & Media

- All images load correctly
 - Images have descriptive `alt` text for accessibility
 - Images are optimized for web (compressed, correct format)
 - No broken image links
 - Favicon is set up (`favicon.ico` or `favicon.svg`)
 - Apple touch icon added (180×180px)
 - Open Graph image created (1200×630px for social sharing)
 - Videos and embeds load correctly
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Links & Navigation

- All internal links work (no 404s)
 - All external links work and open in new tab
 - Navigation menu works on all pages
 - Logo links to homepage
 - Breadcrumbs work (if applicable)
 - Footer links are correct
 - Search functionality works (if applicable)
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Forms

- All forms submit correctly
 - Form validation works (required fields, email format, etc.)
 - Success/thank you message displays after submission
 - Error messages are helpful
 - Form submissions are received (test with real email)
 - Spam protection in place (honeypot, reCAPTCHA)
 - GDPR consent checkbox (if required in your region)
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SEO Basics

Meta Tags (check each page)

- Unique `<title>` tag (50-60 characters)
- Unique `<meta name="description">` (150-160 characters)
- `<meta name="robots" content="index, follow">`
- Canonical URL set: `<link rel="canonical" href="...">`

Open Graph (social sharing)

- `og:title` set
- `og:description` set
- `og:image` set (1200×630px)
- `og:url` set
- `og:type` set (website or article)

Twitter Cards

- `twitter:card` set
- `twitter:title` set
- `twitter:description` set

Structured Data

- Schema.org markup added (Organization, WebSite, Article, etc.)
- Test with [Google Rich Results Test](#)

Technical SEO

- `sitemap.xml` created and up to date

- robots.txt file created
 - XML sitemap submitted to Google Search Console
 - XML sitemap submitted to Bing Webmaster Tools
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Performance

Page Speed

- Test with [PageSpeed Insights](#)
- Test with [GTmetrix](#)
- Aim for Largest Contentful Paint (LCP) < 2.5s
- Aim for First Input Delay (FID) < 100ms
- Aim for Cumulative Layout Shift (CLS) < 0.1

Optimization

- HTML minified (optional for static sites)
- CSS minified
- JavaScript minified
- Images compressed (use WebP where supported)
- Lazy loading enabled for images below the fold
- No render-blocking resources (or properly deferred)
- Browser caching configured
- Gzip/Brotli compression enabled

Fonts

- Web fonts preloaded
 - Font-display: swap used (prevents invisible text)
 - Only necessary font weights loaded
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Mobile & Responsive

- Test on real mobile devices (not just browser resize)
- Test on iPhone Safari
- Test on Android Chrome
- Touch targets are large enough (min 44x44px)
- No horizontal scrolling on mobile
- Text is readable without zooming
- Mobile menu works correctly

- Forms are usable on mobile
 - `<meta name="viewport">` tag is set
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Browser Compatibility

- Test on Chrome
 - Test on Firefox
 - Test on Safari
 - Test on Edge
 - Test on mobile browsers
 - No major JavaScript errors in console
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Accessibility

Basic Checks

- All images have `alt` attributes
- Form inputs have associated `<label>` elements
- Color contrast ratio is sufficient (4.5:1 minimum)
- Focus states are visible for keyboard navigation
- Skip to content link exists (for screen readers)
- ARIA labels used where appropriate

Testing

- Run [WAVE Accessibility Tool](#)
 - Run [Lighthouse](#) accessibility audit
 - Test keyboard navigation (Tab through the site)
 - Test with screen reader (optional but recommended)
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Security

HTTPS

- SSL certificate installed
- Site loads over HTTPS
- HTTP redirects to HTTPS
- No mixed content warnings (HTTP resources on HTTPS page)

Headers (optional but recommended)

- X-Content-Type-Options: nosniff
 - X-Frame-Options: DENY or SAMEORIGIN
 - Content-Security-Policy configured
 - Test with [Security Headers](#)
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Other

- Admin/sensitive pages protected
 - No sensitive info in source code or comments
 - Dependencies are up to date (if using any)
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Analytics & Tracking

- Google Analytics (or alternative) installed
 - Analytics tracking verified (check real-time reports)
 - Google Search Console set up
 - Site verified in Search Console
 - Sitemap submitted in Search Console
 - Bing Webmaster Tools set up (optional)
 - Goal/conversion tracking configured (if applicable)
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Legal & Compliance

- Privacy policy page (required if collecting any data)
 - Cookie consent banner (required in EU/UK)
 - Terms of service (if selling products/services)
 - Disclaimer (if providing advice)
 - Affiliate disclosure (if using affiliate links)
 - Copyright notice in footer
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Social & Sharing

- Test social sharing (Facebook, Twitter, LinkedIn)
- Use [Facebook Sharing Debugger](#)
- Use [Twitter Card Validator](#)
- [View on Page](#)

- LinkedIn Post Inspector
 - Social share images display correctly
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Hosting & Domain

- Domain DNS configured correctly
 - WWW redirects to non-WWW (or vice versa) — pick one
 - Email delivery works (if using domain email)
 - Hosting plan is adequate for expected traffic
 - CDN configured (Cloudflare, etc.)
 - Backups are set up (if applicable)
 - Custom 404 page configured on host
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Final Checks

- Remove any test/development content
 - Remove any commented-out code (unless intentional)
 - Remove console.log statements
 - Proofread one more time
 - Test the most important user journey (e.g., contact form)
 - Check on a device you haven't used yet
 - Ask someone else to review
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Post-Launch

- Verify site is live and accessible
 - Submit sitemap to Google Search Console
 - Monitor Google Search Console for crawl errors
 - Monitor analytics for issues
 - Test all forms one more time
 - Announce launch (social media, email, etc.)
 - Set up uptime monitoring (UptimeRobot, etc.)
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Quick Links

Tool

URL

PageSpeed Insights	https://pagespeed.web.dev/
GTmetrix	https://gtmetrix.com/
WAVE Accessibility	https://wave.webaim.org/
Google Search Console	https://search.google.com/search-console
Rich Results Test	https://search.google.com/test/rich-results
Facebook Debugger	https://developers.facebook.com/tools/debug/
Security Headers	https://securityheaders.com/
HTML Validator	https://validator.w3.org/
CSS Validator	https://jigsaw.w3.org/css-validator/

UnixPulse – Notes on Linux, VMware & Web Dev