

THE COMPLETE WEBSITE LAUNCH CHECKLIST

15 Critical Points to Ensure Your Website Launch is Professional, Successful, and Ready to Convert Visitors into Customers

INSIDE THIS GUIDE:

1. Technical essentials that prevent costly errors
2. SEO optimizations that get you found on Google
3. Conversion strategies that turn visitors into leads
4. Security measures to protect your site and users
5. Professional touches that build credibility

Launching a website is exciting—but it can be overwhelming. Miss a critical step, and you could face security vulnerabilities, poor search rankings, or a site that fails to convert visitors. This checklist ensures you launch with confidence and clarity.

Your business deserves a website that actually works.

TECHNICAL FOUNDATION

■ 1. Verify All Pages Load Without Errors

Test every page on desktop and mobile to ensure there are no broken links, missing images, or server errors (404s, 500s).

ACTION ITEMS:

- Use browser developer tools to check console for JavaScript errors
- Run a site crawler (Screaming Frog, DeepCrawl) to find broken links
- Test forms, buttons, and interactive elements

■ 2. Optimize Page Load Speed

Website speed directly impacts user experience, bounce rates, and SEO rankings. Google prioritizes fast-loading sites.

ACTION ITEMS:

- Compress and optimize all images (use WebP format when possible)
- Enable browser caching and implement CDN
- Minify CSS, JavaScript, and HTML files
- Test speed with Google PageSpeed Insights (aim for 90+ score)

■ 3. Ensure Mobile Responsiveness

Over 60% of web traffic is mobile. Your site must look perfect on all devices.

ACTION ITEMS:

- Test on real devices: iPhone, Android, tablets
- Check navigation menu usability on mobile
- Verify touch targets are large enough (minimum 44x44px)
- Use Google Mobile-Friendly Test tool

■ 4. Install SSL Certificate (HTTPS)

Security is non-negotiable. HTTPS encrypts data, builds trust, and is required for good SEO rankings.

ACTION ITEMS:

- Obtain SSL certificate from your hosting provider (often free)
- Force HTTPS redirect from HTTP
- Update internal links to use HTTPS
- Verify the padlock icon appears in browser address bar

SEO & DISCOVERABILITY

■ 5. Optimize Title Tags & Meta Descriptions

Each page needs a unique, compelling title tag (50–60 characters) and meta description (150–160 characters) that encourages clicks.

ACTION ITEMS:

- Include primary keywords naturally in titles
- Write unique descriptions for every important page
- Use action-oriented language that compels clicks
- Preview how they appear in Google search results

■ 6. Submit XML Sitemap to Google

Help search engines discover and index all your pages efficiently.

ACTION ITEMS:

- Generate XML sitemap (use Yoast SEO or online generators)
- Submit to Google Search Console and Bing Webmaster Tools
- Add sitemap reference to robots.txt file
- Verify all important pages are included

■ 7. Set Up Google Search Console & Analytics

Track how people find and use your site. Data drives improvement.

ACTION ITEMS:

- Verify ownership in Google Search Console
- Install Google Analytics 4 tracking code
- Set up conversion goals (form submissions, phone calls)
- Test that data is collecting properly

■ 8. Optimize for Local Search (If Applicable)

For location-based businesses, local SEO is critical for appearing in "near me" searches.

ACTION ITEMS:

- Add schema markup for local business (NAP: Name, Address, Phone)
- Claim and optimize Google Business Profile
- Include city/region names in title tags and content
- Add location pages for each service area

CONTENT & CONVERSION

■ 9. Craft Clear Calls-to-Action (CTAs)

Guide visitors toward the desired action on every page. Vague CTAs lead to lost opportunities.

ACTION ITEMS:

- Use action verbs: "Get Your Free Quote," "Schedule a Call," "Download Now"
- Make CTA buttons visually prominent with contrasting colors
- Place CTAs above the fold and at natural decision points
- A/B test different CTA copy to optimize conversions

■ 10. Proofread All Content

Typos and grammatical errors damage credibility instantly. Professional writing reflects professional service.

ACTION ITEMS:

- Run spell-check and use tools like Grammarly
- Read content aloud to catch awkward phrasing
- Have someone else review for fresh perspective
- Double-check phone numbers, email addresses, and links

■ 11. Add Trust Signals & Social Proof

Build credibility with evidence that others trust you.

ACTION ITEMS:

- Display client testimonials with names and photos (if permitted)
- Add trust badges, certifications, or industry memberships
- Include case studies or portfolio examples
- Link to social media profiles with active engagement

LEGAL & COMPLIANCE

■ 12. Create Privacy Policy & Terms of Service

Required by law if you collect any user data (emails, form submissions, cookies). Protects both you and users.

ACTION ITEMS:

- Use a template or generator (TermsFeed, FreePrivacyPolicy.com)
- Disclose what data you collect and how it is used
- Add GDPR-compliant cookie consent if targeting EU users
- Link to policies in footer and forms

■ 13. Ensure ADA Compliance (Accessibility)

Make your site usable for everyone, including people with disabilities.
Also reduces legal risk.

ACTION ITEMS:

- Add alt text to all images describing their content
- Ensure sufficient color contrast (minimum 4.5:1 ratio)
- Make site navigable via keyboard (tab key)
- Use WAVE or Lighthouse accessibility audit tools

PRE-LAUNCH FINAL CHECKS

■ 14. Set Up Backups & Security Monitoring

Protect your site from data loss, hacks, and downtime.

ACTION ITEMS:

- Schedule automatic daily/weekly backups
- Install security plugins (Wordfence, Sucuri for WordPress)
- Set up uptime monitoring (UptimeRobot, Pingdom)
- Enable two-factor authentication for admin access

■ 15. Test Contact Forms & Lead Capture

The most common post-launch disaster: forms that don't work. Test rigorously.

ACTION ITEMS:

- Submit every form and verify emails are received
- Check spam folders in case emails are filtered
- Test auto-reply emails to confirm they send properly
- Verify form data is stored/integrated with CRM

READY TO LAUNCH YOUR PROFESSIONAL WEBSITE?

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