To do list after/on launching website:

Optimize web page urls

Add Website URL to Google

Set expiry time to data in website for cache

Add RichSnippets

Add Sitemap.xml and Robot.txt

Set up Google analytics

Set up Webmaster Tools

Perform SEO

Register to DMOZ

Use Google Adwords Tool

Use Google alerts

Use Uptime Robot

Use YSlow

http://adriahost.rs/en/the-complete-guide-through-steps-to-take-after-launching-your-site/