

Website Launch Checklist

Welcome to your Website Launch Checklist!

Use this comprehensive guide to ensure your website launch goes smoothly. Print this page and check off each item as you complete it, or save it as a PDF for reference.

Pre-Launch Tasks

- ☐ Content is proofread and finalized
- ☐ All images are optimized for web (compressed, proper dimensions)
- ☐ Contact information is accurate on all pages
- ☐ Forms are tested and email delivery verified
- ☐ Custom 404 error page is set up
- ☐ Favicon is installed and displays correctly
- ☐ Social media links are added and tested
- ☐ Privacy policy and terms of service pages created

Technical SEO

- ☐ Meta titles added to all pages (50-60 characters)
- ☐ Meta descriptions added to all pages (150-160 characters)
- ☐ XML sitemap created and submitted to Google Search Console
- ☐ robots.txt file configured properly
- ☐ Google Analytics installed and verified

- ☐ Google Search Console set up and site verified
- ☐ SSL certificate installed (site runs on HTTPS)
- ☐ Site speed optimized (target: under 3 seconds load time)
- ☐ Schema markup implemented for local business
- ☐ Open Graph tags for social media sharing

Mobile & Browser Testing

- ☐ Test on Chrome (desktop and mobile)
- ☐ Test on Firefox (desktop and mobile)
- ☐ Test on Safari (desktop and mobile/iOS)
- ☐ Test on Microsoft Edge
- ☐ Test on various screen sizes (phone, tablet, desktop)
- ☐ Check mobile menu functionality
- ☐ Verify touch-friendly buttons on mobile

Functionality Testing

- ☐ All internal links work correctly
- ☐ All external links open in new tabs
- ☐ Contact forms submit successfully
- ☐ Email notifications are received
- ☐ Shopping cart functions properly (if applicable)
- ☐ Payment processing tested (if applicable)
- ☐ No broken images or missing assets

☐ Videos play correctly on all devices

Security & Performance

☐ SSL/HTTPS enforced on all pages

☐ Security plugins/software installed

☐ Automated backup system configured

☐ CSRF protection on all forms

☐ Rate limiting implemented

☐ File upload restrictions in place

☐ Database credentials secured

Post-Launch Tasks

☐ Submit sitemap to Bing Webmaster Tools

☐ Set up and verify Google My Business

☐ Create/update social media business pages

☐ Set up email marketing platform

☐ Configure monitoring/uptime alerts

☐ Schedule regular security scans

☐ Plan content calendar for first 3 months

☐ Set up conversion tracking (Google Tag Manager)

☐ Create launch announcement (email/social media)

☐ Monitor analytics for first week

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