

# 7-Step Website Launch Checklist

Your Complete Guide to a Successful Website Launch

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## 1 Pre-Launch Technical Review

- ☐ Test all forms and contact submissions
- ☐ Verify all links work correctly \no broken links\
- ☐ Check mobile responsiveness on multiple devices
- ☐ Test site speed and optimize if needed
- ☐ Verify SSL certificate is installed \HTTPS\

## 2 Content Review

- ☐ Proofread all text for spelling and grammar
- ☐ Verify all images have alt text for SEO
- ☐ Check that all placeholder content is replaced
- ☐ Review meta titles and descriptions for each page

## 3 SEO Essentials

- ☐ Submit sitemap to Google Search Console
- ☐ Set up Google Analytics tracking
- ☐ Verify robots.txt is configured correctly
- ☐ Install and configure SEO plugin \if applicable\

## 4 Legal Compliance

- ☐ Add privacy policy page
- ☐ Include terms of service if needed
- ☐ Add cookie consent banner \GDPR compliance\
- ☐ Verify ADA accessibility standards

## 5 Integrations & Functionality

- ☐ Connect email marketing platform

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- ☐ Test payment processing \ (if e-commerce)
  - ☐ Verify CRM integration is working
  - ☐ Test live chat or chatbot functionality

## 6 Backup & Security

- ☐ Set up automatic backups
- ☐ Configure security plugin/firewall
- ☐ Change all default passwords
- ☐ Enable two-factor authentication

## 7 Launch Day Actions

- ☐ Remove "Coming Soon" or maintenance mode
- ☐ Submit site to search engines
- ☐ Announce launch on social media
- ☐ Send email to subscriber list
- ☐ Monitor for errors and issues

# Need Help With Your Project?

Schedule a free consultation with our experts.

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