

# 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 \(\text{no broken links}\)
- Check mobile responsiveness on multiple devices
- Test site speed and optimize if needed
- Verify SSL certificate is installed \(\text{HTTPS}\)

## 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 \(\text{if applicable}\)

## 4 Legal Compliance

- Add privacy policy page
- Include terms of service if needed
- Add cookie consent banner \(\text{GDPR compliance}\)
- 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?

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