Website Launch Checklist

Site _____ Launch date _____

Content

- [ ] All placeholder text removed
- [ ] Spelling and grammar proofread
- [ ] Contact details correct everywhere
- [ ] Prices and offers up to date
- [ ] Copyright year in footer
- [ ] 404 page written

Design and devices

- [ ] Tested on iPhone and Android
- [ ] Tested in Chrome, Safari, Edge and Firefox
- [ ] Images sharp and correctly sized
- [ ] Favicon added
- [ ] Consistent fonts and colors

Functionality

- [ ] All links work (no 404s)
- [ ] Forms submit and emails arrive
- [ ] Thank-you / confirmation pages work
- [ ] Checkout and payments tested
- [ ] Search works
- [ ] Social share links work

Accessibility

- [ ] Images have alt text
- [ ] Color contrast passes WCAG AA
- [ ] Site works with keyboard only
- [ ] Headings in logical order
- [ ] Form fields have labels

SEO

- [ ] Unique title tag per page
- [ ] Meta descriptions written
- [ ] One H1 per page
- [ ] XML sitemap created
- [ ] robots.txt allows indexing
- [ ] Canonical URLs set
- [ ] 301 redirects from old URLs
- [ ] Structured data added
- [ ] Open Graph tags for sharing

Performance

- [ ] Images compressed (WebP/AVIF)
- [ ] Core Web Vitals checked
- [ ] Caching enabled
- [ ] Unused scripts removed

Security and legal

- [ ] HTTPS certificate active
- [ ] HTTP redirects to HTTPS
- [ ] Admin passwords strong; 2FA on
- [ ] Backups scheduled
- [ ] Privacy policy published
- [ ] Cookie consent (if needed)
- [ ] Terms of use published

Launch and after

- [ ] Analytics installed and tested
- [ ] Google Search Console verified
- [ ] Bing Webmaster Tools verified
- [ ] Sitemap submitted
- [ ] Uptime monitoring on
- [ ] Announce the launch
- [ ] Review analytics after 1 week