Website Launch Checklist

A website launch checklist for pre-launch QA, launch day and post-launch tasks.

Content and design QA

- [ ] Proofread every page for spelling, grammar and consistency.
- [ ] Replace all placeholder text, images and dummy contact details.
- [ ] Check the site renders correctly on mobile, tablet and desktop.
- [ ] Test the site in major browsers including Chrome, Safari and Firefox.
- [ ] Confirm favicon, logo and brand colors are correct throughout.
- [ ] Verify contact details and business hours are accurate.

SEO readiness

- [ ] Remove any noindex tags or robots blocks left over from staging.
- [ ] Confirm every page has a unique title tag and meta description.
- [ ] Set up 301 redirects from old URLs to new ones.
- [ ] Create and submit an XML sitemap.
- [ ] Add structured data where relevant, such as organization or product.
- [ ] Check canonical tags point to the correct URLs.

Performance and technical

- [ ] Run a speed test and optimize images and scripts.
- [ ] Confirm HTTPS is active with a valid SSL certificate.
- [ ] Force a single domain version, www or non-www, with redirects.
- [ ] Set up a custom 404 page that helps visitors recover.
- [ ] Verify caching and compression are enabled.

Links, forms and functionality

- [ ] Click every internal and external link to confirm it works.
- [ ] Submit each form and confirm it sends to the right inbox.
- [ ] Test checkout or payment flows end to end if applicable.
- [ ] Check that search, filters and interactive features work.
- [ ] Confirm downloads, calls to action and buttons function correctly.

Analytics and legal

- [ ] Install analytics and confirm it records a test visit.
- [ ] Set up conversion goals and event tracking.
- [ ] Add a privacy policy, terms and any required disclaimers.
- [ ] Configure cookie consent in line with applicable regulations.
- [ ] Verify tracking tags fire correctly through a tag manager.

Launch day

- [ ] Take a full backup of the previous site if you are replacing one.
- [ ] Point the domain or DNS to the live environment.
- [ ] Confirm the live site loads on a clean device and network.
- [ ] Re-check that search engines can crawl the live site.
- [ ] Announce the launch across your channels.

Post-launch

- [ ] Monitor analytics for traffic, errors and unusual drop-offs.
- [ ] Check Search Console for crawl and indexing issues.
- [ ] Re-test key forms and payments in the live environment.
- [ ] Watch site speed and uptime for the first days.
- [ ] Collect early user feedback and fix any reported issues.