

Website Launch Checklist

Review your pages, design, links, forms, SEO, and technical setup before launch day — so your website makes the right first impression.

■ Pages & Content

- ☐ Finalize the text on every page and proofread it carefully
- ☐ Confirm your business name, phone, email, and address are correct everywhere
- ☐ Review or remove placeholder text, sample content, and lorem ipsum
- ☐ Optimize and compress images so pages load quickly
- ☐ Add descriptive alt text to images that carry meaning
- ☐ Check that every page has one clear headline and a clear purpose

■ Design & Branding

- ☐ Place your logo in the header and footer
- ☐ Match website colors and fonts to your brand palette
- ☐ Set a favicon for the browser tab
- ☐ Test the design on phones, tablets, and desktop screens
- ☐ Confirm text is readable with strong color contrast

■ Navigation & Links

- ☐ Test every menu item and footer link
- ☐ Fix or remove any broken or outdated links
- ☐ Add a contact link or contact page to the main navigation
- ☐ Make sure visitors can reach any page within a few clicks
- ☐ Test the mobile menu opens and closes correctly

■ Forms & Functionality

- ☐ Submit every form and confirm the message arrives where it should
- ☐ Confirm form success and error messages display clearly
- ☐ Test any booking, quote, or ordering features end to end
- ☐ Set up a helpful 404 page for broken or mistyped addresses
- ☐ Verify buttons and links all point to the right destinations

■ SEO Foundations

- ☐ Write a unique page title for every page (under 60 characters)
- ☐ Write a unique meta description for every page (under 160 characters)
- ☐ Use clear headings in order: one H1, then H2s and H3s
- ☐ Check image file names and alt text for search relevance
- ☐ Submit your sitemap to Google Search Console
- ☐ Connect or update your Google Business Profile website link

■ Technical Setup

- ☐ Connect your custom domain and confirm it loads with HTTPS
- ☐ Install website analytics to track visitors
- ☐ Confirm the site works in Chrome, Safari, Firefox, and Edge
- ☐ Test page speed and fix anything that loads slowly
- ☐ Set up automatic backups if your platform offers them

■ Launch Day

- ☐ Do one final click-through of the entire site
- ☐ Announce your launch on social media and by email
- ☐ Ask a friend or colleague to test the site and give feedback

■ After Launch

- ☐ Check analytics and form submissions in the first week
- ☐ Fix any issues visitors report as soon as you can
- ☐ Plan regular content updates to keep the site fresh
- ☐ Review the site every few months for outdated information

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