

Website Launch Checklist

The things most new sites forget to check before going live.

Content

- ☐ Every page proofread; no placeholder text left
- ☐ Contact info, phone number, and address correct everywhere
- ☐ Every link tested; no broken links or 404s
- ☐ Images have alt text

Technical

- ☐ Site tested on mobile, not just desktop
- ☐ Page load speed checked (aim for under 3 seconds)
- ☐ SSL/HTTPS active
- ☐ 404 page exists and is actually useful
- ☐ Old URLs redirected if this replaces a previous site

SEO & Tracking

- ☐ Page titles and meta descriptions written for every page
- ☐ Analytics installed and confirmed working
- ☐ Site submitted to Google Search Console
- ☐ XML sitemap generated and submitted

Forms & Conversion

- ☐ Every form tested end-to-end, including confirmation
- ☐ Form submissions actually arrive where they're supposed to
- ☐ Clear call-to-action on every page