

Website launch checklist

CHECKLIST TEMPLATE

Business _____ Location _____ Date _____

Website launch For every site build or redesign, before and after go-live

TASK	NOTES	INITIALS
Content		
☐ Check every page against the approved sitemap, with no placeholder text or images left		
☐ Proofread headings, body copy, buttons and legal pages		
☐ Check every internal and external link, and that phone numbers and emails work		
Forms and tracking		
☐ Submit every form and check the email or CRM entry arrives where the client expects		
☐ Check analytics, tag manager and conversion tracking fire on the right pages		
☐ Check the cookie or consent banner works as configured		
SEO and redirects		
☐ Set page titles, meta descriptions and one H1 per page		
☐ Map old addresses to new ones with permanent redirects, and test them On a redesign, export the old site's pages first, so no ranking page is lost.		
☐ Remove any block on search engines, and check the sitemap and robots.txt		
Speed, accessibility and security		
☐ Test page speed on a phone, and compress any large images		
☐ Check alt text, color contrast, heading order and keyboard navigation		
☐ Confirm the SSL certificate, backups and admin accounts with strong passwords		
Go-live		
☐ Get the client's written approval to launch		
☐ Point the domain, and check the site loads on every version of the address		
☐ Test the live site on desktop, tablet and phone in the main browsers		
After launch		
☐ Submit the sitemap to search engines and watch for crawl errors		
☐ Recheck forms and tracking on the live site within a day		
☐ Hand over logins, a how-to guide and the support terms to the client		

Completed by _____ Checked by (manager) _____ Date _____ Notes _____