



Website Launch Checklist™

A practical step-by-step checklist for launching a clear, credible and reliable website.

WEBSITE / PROJECT: _____

TARGET LAUNCH DATE: _____

OWNER: _____

DOMAIN: _____

1 | Purpose & Planning

- ☐ Define the primary purpose of the website.
- ☐ Identify the main audience and the action you want visitors to take.
- ☐ Confirm the launch scope and move non-essential ideas to a later phase.
- ☐ Create the final page list and navigation structure.
- ☐ Assign an owner and deadline for every remaining task.

2 | Domain, Hosting & Security

- ☐ Confirm ownership and renewal details for the domain.
- ☐ Connect the domain to the correct hosting account.
- ☐ Enable HTTPS and confirm the security certificate is valid.
- ☐ Use strong unique passwords and multi-factor authentication.
- ☐ Set up automatic website and database backups.
- ☐ Record access details securely for authorised owners.

3 | Content

- ☐ Proofread every page for spelling, grammar, accuracy and consistency.
- ☐ Make the main value proposition clear on the home page.
- ☐ Use specific headings that help visitors scan each page.
- ☐ Confirm every product, service, price and contact detail is current.
- ☐ Replace all placeholder text, sample posts and temporary images.
- ☐ Add a clear call to action to every important page.

4 | Design & Brand

- ☐ Apply consistent colours, type styles, buttons and spacing.
- ☐ Use the correct logo versions and favicon.

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- ☐ Check that images are sharp, relevant and legally usable.
- ☐ Compress large images without visibly reducing quality.
- ☐ Keep important text readable against its background.
- ☐ Remove clutter that distracts from the primary action.

5 | Functionality

- ☐ Test every navigation item, button and text link.
- ☐ Submit every form and confirm the correct person receives it.
- ☐ Check confirmation messages and automated emails.
- ☐ Complete a full test purchase, booking or registration where applicable.
- ☐ Test search, filters, downloads, maps and embedded media.
- ☐ Create a helpful custom 404 error page.

6 | Mobile & Accessibility

- ☐ Check key pages on phone, tablet and desktop screen sizes.
- ☐ Confirm menus, buttons and forms are easy to use by touch.
- ☐ Add meaningful alternative text to informative images.
- ☐ Use descriptive link text instead of vague phrases such as “click here”.
- ☐ Check heading order, keyboard navigation and visible focus states.
- ☐ Review colour contrast and avoid communicating meaning through colour alone.

7 | Search Visibility

- ☐ Write a unique page title and meta description for each important page.
- ☐ Use one clear descriptive main heading on every page.
- ☐ Create short readable page addresses and redirect replaced URLs.
- ☐ Add descriptive filenames and alternative text to relevant images.
- ☐ Generate a sitemap and confirm search engines are allowed to crawl the site.
- ☐ Set the preferred domain version and remove accidental noindex settings.

8 | Legal & Trust Essentials

- ☐ Publish an accurate privacy notice.
- ☐ Add cookie information and consent controls where required.
- ☐ Publish terms, refund, delivery or cancellation information where relevant.
- ☐ Display business identity and contact details required in your location.
- ☐ Credit licensed content and confirm permissions are documented.
- ☐ Obtain specialist advice for legal or regulated requirements when needed.

9 | Analytics & Performance

- ☐ Install analytics and confirm page views are recorded.
- ☐ Configure meaningful conversions such as enquiries, sales or sign-ups.
- ☐ Connect search performance tools and verify ownership.
- ☐ Test page speed on mobile and optimise the largest issues.
- ☐ Remove unused plugins, scripts, fonts and tracking tags.
- ☐ Exclude internal or test traffic where appropriate.

10 | Pre-Launch Review

- ☐ Ask someone unfamiliar with the site to complete the main task.
- ☐ Check the website in current versions of major browsers.
- ☐ Review spelling, dates, prices and contact information one final time.
- ☐ Confirm there are no broken links, missing pages or mixed-content warnings.
- ☐ Back up the final pre-launch version.
- ☐ Prepare the launch announcement and support contact.

11 | Launch Day

- ☐ Remove maintenance pages and password protection.
- ☐ Confirm the live domain opens securely and redirects correctly.
- ☐ Repeat the main user journey on the live website.
- ☐ Submit the sitemap and request indexing of priority pages.
- ☐ Monitor forms, sales, errors, speed and analytics.
- ☐ Announce the launch through the planned channels.

12 | After Launch

- ☐ Review the site after 24 hours, seven days and 30 days.
- ☐ Respond quickly to errors, enquiries and customer feedback.
- ☐ Check search indexing and resolve coverage problems.
- ☐ Review analytics against the original website goal.
- ☐ Schedule backups, updates, security checks and content reviews.
- ☐ Prioritise improvements using evidence rather than adding features at random.

13 | Builder Tip

LAUNCH THE CLEAREST USEFUL VERSION — THEN IMPROVE IT WITH EVIDENCE.

A website is never truly finished. Protect reliability first, watch what visitors do, and build the next improvement around a real need.

The future isn't something you wait for. It's something you build.