



Website Launch Checklist

Practical, battle-tested steps to verify before you push a new site live and immediately after launch.

Brand & Content

Final content and structural elements are in place and consistent.

- ☐ Proofread all copy (spelling/grammar) and verify tone/voice.
- ☐ Verify global navigation, footer links, and breadcrumbs.
- ☐ Confirm favicon and touch icons (Apple/Android) are present.
- ☐ Set up a branded 404 page and test it.
- ☐ Check image alt text and descriptive file names.
- ☐ Confirm blog/category/tag archives display correctly.

Design & UX

Ensure the experience is consistent, responsive, and intuitive.

- ☐ Responsive testing at common breakpoints (320, 375, 768, 1024, 1440+).
- ☐ Cross-browser check (Chrome, Safari, Firefox, Edge).
- ☐ Readable contrast and font sizes; no cut-off text.
- ☐ Hover/focus states and active styles for interactive elements.
- ☐ Replace placeholder images; verify retina/hi-DPI assets where needed.

Performance

Optimize assets and delivery for fast loads and good Core Web Vitals.

- ☐ Compress and properly size images (WebP/AVIF where possible).
- ☐ Minify and defer CSS/JS where safe; lazy-load media.
- ☐ Enable server/page caching; configure CDN (e.g., Cloudflare).
- ☐ Check LCP, CLS, and INP with Lighthouse/Pagespeed; address regressions.

Technical SEO

Give search engines clear, complete signals.

- ☐ Unique, descriptive and meta descriptions on every indexable page.
- ☐ H1/H2 hierarchy is logical and present on all pages.
- ☐ Canonical URLs set; avoid duplicate content.
- ☐ Generate XML sitemap and reference in robots.txt.
- ☐ Implement Open Graph & Twitter Card tags for share previews.
- ☐ Add structured data (Organization, Breadcrumb, Article/Product where relevant).

Analytics & Tagging

Measure what matters and verify data quality.

- ☐ Install GA4 and confirm real-time hits on key pages.
- ☐ Deploy via Google Tag Manager and validate in Preview mode.
- ☐ Define events/conversions (form submits, clicks, purchases).
- ☐ Exclude internal traffic and set cross-domain tracking if needed.

Security & Reliability

Harden the site, protect accounts, and ensure backups exist.

- ☐ Force HTTPS; redirect HTTP -> HTTPS; update mixed content.
- ☐ Add HSTS and basic security headers (X-Frame-Options, X-Content-Type-Options).
- ☐ Use strong admin passwords and 2FA; restrict login attempts.
- ☐ Keep CMS/plugins/themes up to date; remove unused ones.
- ☐ Automated backups configured and test a restore.
- ☐ Firewall/WAF enabled (e.g., Cloudflare) and directory listing disabled.

WordPress-Specific Checks

Confirm key WP settings and housekeeping.

- ☐ Set permalinks; verify site name, timezone, and language.
- ☐ Disable "Discourage search engines" on production.
- ☐ Purge and rebuild caches (plugin + server + CDN).
- ☐ Remove staging/test content and users; replace test forms/emails.
- ☐ Set up SMTP (e.g., SendGrid) for reliable email sending.

Forms & Integrations

Test workflows end-to-end, including email deliverability.

- ☐ Validate all forms (client + server) and show helpful error states.
- ☐ Confirm autoresponders, notifications, and admin routing.
- ☐ Protect with reCAPTCHA or honeypot; verify no spam bypass.
- ☐ CRM/Klaviyo integrations mapped and receiving correct fields.

eCommerce (If Applicable)

Verify all purchase flows, taxes, and communications.

- ☐ Test payment gateways (sandbox + live), refunds, and voids.
- ☐ Shipping/tax rules and store addresses are correct.
- ☐ Cart -> checkout -> thank-you flow works on mobile and desktop.
- ☐ Transactional emails are branded and deliver to inbox.
- ☐ Coupons/discount logic and inventory behavior are correct.

Legal, Privacy & Accessibility

Meet legal obligations and inclusive design standards.

- ☐ Publish Privacy Policy, Terms, and Cookie Policy pages.
- ☐ Cookie consent handling aligns with your region (GDPR/CCPA as needed).
- ☐ Add Accessibility statement; provide alt text and form labels.
- ☐ Ensure color contrast and keyboard navigation for key flows.

Go-Live & DNS

Cut over smoothly and verify production details.

- ☐ Lower DNS TTL (pre-launch), then update A/AAAA/CNAME records.
- ☐ Update environment settings (.env/wp-config) and site URLs.
- ☐ Remove noindex/nofollow directives and block rules from staging.
- ☐ Purge caches and CDN; verify SSL after DNS cutover.
- ☐ Submit sitemap in Google Search Console and Bing Webmaster Tools.

Post-Launch Monitoring

Keep watch for issues and opportunities after launch.

- ☐ Enable uptime monitoring and error log alerts.
- ☐ Track 404s and set 301 redirects where needed.
- ☐ Re-check Core Web Vitals and address bottlenecks.
- ☐ Confirm backup schedule and test a restore quarterly.
- ☐ Create owner/admin doc and train stakeholders.

Launch Sign-Off

Project / URL:

Prepared by:

Approved by:

Launch date/time:
