

## FREE RESOURCE

# Website Launch Checklist

A controlled checklist for launching or relaunching a small-business website.

Use this resource to plan clearly, identify gaps and decide the next practical action.

## How to use it

Work through each item honestly. Mark complete, needs improvement or not applicable. Prioritize the items that affect trust, customer action, quality or business control.

## 1. Content approval

Confirm the website says the right things before technical launch.

- Page titles, headings and calls to action are approved.
- Contact details, service regions and business hours are accurate.
- Prices, guarantees and claims are current and authorized.
- Sample work and demonstrations are labelled correctly.
- Legal and policy content has been reviewed for the business context.

## 2. Links and forms

Test every action a customer may take.

- Navigation links work on desktop and mobile.
- Buttons lead to the intended page or action.
- Contact and audit forms submit successfully.
- Notification and confirmation emails arrive.
- WhatsApp, telephone and email links open correctly.
- Thank-you pages and follow-up instructions are clear.

## 3. Search and sharing

Prepare the pages for discovery and social sharing.

- Each key page has a unique SEO title and description.
- Canonical URLs are correct.
- Open Graph and social preview text are accurate.
- Structured data describes the organization and page truthfully.
- The XML sitemap is available.
- Noindex settings are removed from pages intended for search.

## 4. Performance and accessibility

Check the experience in realistic conditions.

- Large images are compressed and properly sized.
- Mobile layouts have no horizontal scrolling.
- Text contrast and focus visibility are acceptable.
- Forms have labels and useful error messages.
- Animations respect reduced-motion preferences.
- Caching and optimization tools do not break forms or interactive features.

## 5. Technical readiness

Protect the ability to recover and maintain the website.

- A fresh backup exists before launch.
- WordPress, theme and plugins are updated on a safe test path.
- HTTPS works without mixed-content warnings.
- Administrator accounts use strong passwords and appropriate roles.
- Spam protection and rate limiting are active on public forms.
- A rollback plan is documented.

## 6. After launch

A launch is the start of measurement, not the end of work.

- The live homepage and priority pages are checked in a private browser window.
- Search Console and analytics receive data.
- Important URLs are submitted for indexing when appropriate.
- Lead notifications are monitored daily at first.
- Broken links and server errors are checked.
- A 7-day and 30-day review is scheduled.

**Launch decision: do not launch only because a date arrived. Launch when customer actions, backups and the critical technical checks are confirmed.**