Website Launch Checklist

Everything to Check Before Your Website Goes Live

Use this checklist before publishing a new website. Tick off each item to make sure your site is fast, secure, and ready to attract customers.

1. Design & Content

- [ ] Logo, colors, and fonts are consistent on every page
- [ ] All pages have final content (no placeholder or 'lorem ipsum' text)
- [ ] Every page has a clear call-to-action (Contact, Get a Quote, Buy Now)
- [ ] Images are high quality and compressed for fast loading
- [ ] Spelling and grammar are checked on every page

2. Mobile & Speed

- [ ] Website looks good on mobile, tablet, and desktop
- [ ] Pages load in under 3 seconds
- [ ] Images are in modern formats (WebP) and properly sized
- [ ] Caching plugin is installed and configured

3. Functionality

- [ ] All menu links and buttons work
- [ ] Contact form sends emails correctly (send a test message)
- [ ] No broken links or 404 errors
- [ ] Forms have spam protection (reCAPTCHA or similar)

4. SEO Basics

- [ ] Every page has a unique SEO title and meta description
- [ ] Each page has a focus keyword
- [ ] Images have alt text
- [ ] XML sitemap is created and submitted to Google Search Console
- [ ] Permalinks are clean (e.g. /services, not /?p=123)

5. Security & Legal

- [ ] SSL certificate installed (https://)
- [ ] Strong admin password and two-factor login enabled
- [ ] Security plugin and automatic backups are set up
- [ ] Privacy Policy and Terms & Conditions pages are published
- [ ] Cookie consent banner is active (if required)

6. Tracking & Launch

- [ ] Google Analytics is connected
- [ ] Google Search Console is verified
- [ ] Site is no longer set to 'Discourage search engines' in Settings > Reading
- [ ] Favicon and social sharing image are set
- [ ] Final backup taken before going live