

# Website Launch Checklist

Everything to check before launching your website. SEO, performance, security, and more.

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## Content & Copy

- ☐ All placeholder text replaced (Lorem ipsum, "Coming soon", etc.)
  - ☐ Spelling and grammar checked on all pages
  - ☐ Contact information is correct
  - ☐ Links to social media profiles work
  - ☐ Copyright year is current
  - ☐ Privacy policy page exists (if collecting data)
  - ☐ Terms of service page exists (if needed)
  - ☐ 404 error page is set up and helpful
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## Images & Media

- ☐ All images load correctly
  - ☐ Images have descriptive `alt` text for accessibility
  - ☐ Images are optimized for web (compressed, correct format)
  - ☐ No broken image links
  - ☐ Favicon is set up (`favicon.ico` or `favicon.svg`)
  - ☐ Apple touch icon added (180×180px)
  - ☐ Open Graph image created (1200×630px for social sharing)
  - ☐ Videos and embeds load correctly
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## Links & Navigation

- ☐ All internal links work (no 404s)
  - ☐ All external links work and open in new tab
  - ☐ Navigation menu works on all pages
  - ☐ Logo links to homepage
  - ☐ Breadcrumbs work (if applicable)
  - ☐ Footer links are correct
  - ☐ Search functionality works (if applicable)
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## Forms

- ☐ All forms submit correctly
  - ☐ Form validation works (required fields, email format, etc.)
  - ☐ Success/thank you message displays after submission
  - ☐ Error messages are helpful
  - ☐ Form submissions are received (test with real email)
  - ☐ Spam protection in place (honeypot, reCAPTCHA)
  - ☐ GDPR consent checkbox (if required in your region)
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## SEO Basics

### Meta Tags (check each page)

- ☐ Unique `<title>` tag (50-60 characters)
- ☐ Unique `<meta name="description">` (150-160 characters)
- ☐ `<meta name="robots" content="index, follow">`
- ☐ Canonical URL set: `<link rel="canonical" href="...">`

### Open Graph (social sharing)

- ☐ `og:title` set
- ☐ `og:description` set
- ☐ `og:image` set (1200×630px)
- ☐ `og:url` set
- ☐ `og:type` set (website or article)

### Twitter Cards

- ☐ `twitter:card` set
- ☐ `twitter:title` set
- ☐ `twitter:description` set

### Structured Data

- ☐ Schema.org markup added (Organization, WebSite, Article, etc.)
- ☐ Test with [Google Rich Results Test](#)

### Technical SEO

- ☐ `sitemap.xml` created and up to date

- ☐ `robots.txt` file created
  - ☐ XML sitemap submitted to Google Search Console
  - ☐ XML sitemap submitted to Bing Webmaster Tools
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## Performance

### Page Speed

- ☐ Test with [PageSpeed Insights](#)
- ☐ Test with [GTmetrix](#)
- ☐ Aim for Largest Contentful Paint (LCP) < 2.5s
- ☐ Aim for First Input Delay (FID) < 100ms
- ☐ Aim for Cumulative Layout Shift (CLS) < 0.1

### Optimization

- ☐ HTML minified (optional for static sites)
- ☐ CSS minified
- ☐ JavaScript minified
- ☐ Images compressed (use WebP where supported)
- ☐ Lazy loading enabled for images below the fold
- ☐ No render-blocking resources (or properly deferred)
- ☐ Browser caching configured
- ☐ Gzip/Brotli compression enabled

### Fonts

- ☐ Web fonts preloaded
  - ☐ Font-display: swap used (prevents invisible text)
  - ☐ Only necessary font weights loaded
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## Mobile & Responsive

- ☐ Test on real mobile devices (not just browser resize)
- ☐ Test on iPhone Safari
- ☐ Test on Android Chrome
- ☐ Touch targets are large enough (min 44×44px)
- ☐ No horizontal scrolling on mobile
- ☐ Text is readable without zooming
- ☐ Mobile menu works correctly

- ☐ Forms are usable on mobile
  - ☐ `<meta name="viewport">` tag is set
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## Browser Compatibility

- ☐ Test on Chrome
  - ☐ Test on Firefox
  - ☐ Test on Safari
  - ☐ Test on Edge
  - ☐ Test on mobile browsers
  - ☐ No major JavaScript errors in console
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## Accessibility

### Basic Checks

- ☐ All images have `alt` attributes
- ☐ Form inputs have associated `<label>` elements
- ☐ Color contrast ratio is sufficient (4.5:1 minimum)
- ☐ Focus states are visible for keyboard navigation
- ☐ Skip to content link exists (for screen readers)
- ☐ ARIA labels used where appropriate

### Testing

- ☐ Run WAVE Accessibility Tool
  - ☐ Run Lighthouse accessibility audit
  - ☐ Test keyboard navigation (Tab through the site)
  - ☐ Test with screen reader (optional but recommended)
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## Security

### HTTPS

- ☐ SSL certificate installed
- ☐ Site loads over HTTPS
- ☐ HTTP redirects to HTTPS
- ☐ No mixed content warnings (HTTP resources on HTTPS page)

## Headers (optional but recommended)

- ☐ `X-Content-Type-Options: nosniff`
- ☐ `X-Frame-Options: DENY` or `SAMEORIGIN`
- ☐ `Content-Security-Policy` configured
- ☐ Test with [Security Headers](#)

## Other

- ☐ Admin/sensitive pages protected
  - ☐ No sensitive info in source code or comments
  - ☐ Dependencies are up to date (if using any)
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## ☒ Analytics & Tracking

- ☐ Google Analytics (or alternative) installed
  - ☐ Analytics tracking verified (check real-time reports)
  - ☐ Google Search Console set up
  - ☐ Site verified in Search Console
  - ☐ Sitemap submitted in Search Console
  - ☐ Bing Webmaster Tools set up (optional)
  - ☐ Goal/conversion tracking configured (if applicable)
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## ☒ Legal & Compliance

- ☐ Privacy policy page (required if collecting any data)
  - ☐ Cookie consent banner (required in EU/UK)
  - ☐ Terms of service (if selling products/services)
  - ☐ Disclaimer (if providing advice)
  - ☐ Affiliate disclosure (if using affiliate links)
  - ☐ Copyright notice in footer
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## ☒ Social & Sharing

- ☐ Test social sharing (Facebook, Twitter, LinkedIn)
- ☐ Use [Facebook Sharing Debugger](#)
- ☐ Use [Twitter Card Validator](#)

- ☐ LinkedIn Post Inspector
  - ☐ Social share images display correctly
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## **Hosting & Domain**

- ☐ Domain DNS configured correctly
  - ☐ WWW redirects to non-WWW (or vice versa) — pick one
  - ☐ Email delivery works (if using domain email)
  - ☐ Hosting plan is adequate for expected traffic
  - ☐ CDN configured (Cloudflare, etc.)
  - ☐ Backups are set up (if applicable)
  - ☐ Custom 404 page configured on host
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## **Final Checks**

- ☐ Remove any test/development content
  - ☐ Remove any commented-out code (unless intentional)
  - ☐ Remove console.log statements
  - ☐ Proofread one more time
  - ☐ Test the most important user journey (e.g., contact form)
  - ☐ Check on a device you haven't used yet
  - ☐ Ask someone else to review
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## **Post-Launch**

- ☐ Verify site is live and accessible
  - ☐ Submit sitemap to Google Search Console
  - ☐ Monitor Google Search Console for crawl errors
  - ☐ Monitor analytics for issues
  - ☐ Test all forms one more time
  - ☐ Announce launch (social media, email, etc.)
  - ☐ Set up uptime monitoring (UptimeRobot, etc.)
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## **Quick Links**

Tool

URL

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PageSpeed Insights	<a href="https://pagespeed.web.dev/"><u>https://pagespeed.web.dev/</u></a>
GTmetrix	<a href="https://gtmetrix.com/"><u>https://gtmetrix.com/</u></a>
WAVE Accessibility	<a href="https://wave.webaim.org/"><u>https://wave.webaim.org/</u></a>
Google Search Console	<a href="https://search.google.com/search-console"><u>https://search.google.com/search-console</u></a>
Rich Results Test	<a href="https://search.google.com/test/rich-results"><u>https://search.google.com/test/rich-results</u></a>
Facebook Debugger	<a href="https://developers.facebook.com/tools/debug/"><u>https://developers.facebook.com/tools/debug/</u></a>
Security Headers	<a href="https://securityheaders.com/"><u>https://securityheaders.com/</u></a>
HTML Validator	<a href="https://validator.w3.org/"><u>https://validator.w3.org/</u></a>
CSS Validator	<a href="https://jigsaw.w3.org/css-validator/"><u>https://jigsaw.w3.org/css-validator/</u></a>

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