

Website Launch Checklist

The 70-point checklist our developers run before any WordPress site, WooCommerce store or custom web application goes live — so nothing embarrassing ships on launch day.

Pre-launch QA

Performance

SEO & analytics

Security

Post-launch

01 Content & copy

- ☐ Every page has a unique H1
- ☐ No lorem ipsum or placeholder text
- ☐ Spelling and grammar pass
- ☐ Contact details correct everywhere
- ☐ Business hours and address verified
- ☐ Legal pages: privacy, terms, cookies
- ☐ Pricing and offers up to date
- ☐ Team names, titles and photos final

02 Design & responsiveness

- ☐ Tested at 360px, 768px, 1280px, 1920px
- ☐ Chrome, Safari, Firefox, Edge checked
- ☐ iOS and Android real-device pass
- ☐ No horizontal scrolling
- ☐ Tap targets at least 44px
- ☐ Favicon and app icons in place
- ☐ Consistent fonts, spacing and buttons
- ☐ Loading and empty states designed

03 Functionality

- ☐ All forms submit and notify the right inbox
- ☐ Form validation and error messages work
- ☐ Spam protection enabled
- ☐ Thank-you pages or confirmations fire
- ☐ Search returns sensible results
- ☐ Internal links, no 404s
- ☐ External links open correctly
- ☐ WhatsApp, phone and mailto links tested

04 E-commerce (if selling)

- ☐ Test order paid end to end
- ☐ Live payment keys, not sandbox
- ☐ Tax and shipping rules verified
- ☐ Stock levels and SKUs correct
- ☐ Order, refund and shipping emails
- ☐ Coupon and discount logic tested
- ☐ Refund and returns policy published
- ☐ Abandoned-cart flow live

05 Performance

- ☐ Images compressed and correctly sized
- ☐ WebP or AVIF where supported
- ☐ Lazy loading below the fold
- ☐ Caching and CDN enabled
- ☐ Unused plugins and scripts removed
- ☐ Core Web Vitals in the green
- ☐ LCP under 2.5s on mobile
- ☐ Fonts preloaded, no layout shift

06 SEO

- ☐ Unique title tag under 60 characters
- ☐ Meta description under 160 characters
- ☐ Open Graph and Twitter card images
- ☐ Clean, readable URL slugs
- ☐ Alt text on meaningful images
- ☐ sitemap.xml submitted
- ☐ robots.txt not blocking the site
- ☐ Canonical tags self-referencing
- ☐ Schema markup for the business
- ☐ 301 redirects from every old URL

07 Analytics & tracking

- ☐ Analytics installed and firing
- ☐ Goals and conversions configured
- ☐ Google Search Console verified
- ☐ Ad pixels tested if running ads
- ☐ Call and form tracking in place
- ☐ Cookie consent wired to tracking

08 Security & hosting

- ☐ SSL active, HTTPS forced
- ☐ Admin usernames not "admin"
- ☐ Strong passwords, 2FA on admins
- ☐ Automated off-site backups running
- ☐ Restore from backup tested once
- ☐ Firewall and malware scanning on
- ☐ Core, theme and plugins updated
- ☐ Staging environment kept separate

09 Go-live & after

- ☐ DNS and TTL prepared in advance
- ☐ Staging noindex removed on live
- ☐ Uptime monitoring switched on
- ☐ Client trained, docs handed over
- ☐ Owner has all logins
- ☐ Week-one check of forms and analytics

Want us to run this for you?

We build and launch WordPress sites, WooCommerce stores, mobile apps and custom web applications — around 100 specialists, founded 2021. Starting prices are published on our pricing page, and you get a fixed quote after one call.

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