FAST TRACK YOUR WEBSITE

108-POINT WEBSITE LAUNCH CHECKLIST

BY MEROKEE WEB DESIGN

A successful website launch doesn't happen by accident.

WHY A WEBSITE LAUNCH CHECKLIST MATTERS

LAUNCHING A WEBSITE IS AN EXCITING MILESTONE FOR ANY BUSINESS. BUT RUSHING THE PROCESS WITHOUT PROPER PREPARATION CAN LEAD TO MISSED OPPORTUNITIES, TECHNICAL ISSUES, AND POOR SEARCH VISIBILITY.

A SUCCESSFUL LAUNCH ISN'T JUST ABOUT DESIGN. IT REQUIRES CAREFUL ATTENTION TO PERFORMANCE, SEO, USABILITY, AND TRACKING TO ENSURE YOUR WEBSITE IS READY TO ATTRACT VISITORS AND CONVERT THEM INTO CUSTOMERS. THIS CHECKLIST WAS CREATED TO HELP BUSINESS OWNERS, MARKETERS, AND DEVELOPERS VERIFY THAT EVERY IMPORTANT DETAIL IS COVERED BEFORE GOING LIVE.

INSIDE THIS GUIDE, YOU'LL FIND 50 ESSENTIAL CHECKS THAT HELP ENSURE YOUR WEBSITE:

- LOADS QUICKLY AND WORKS ACROSS ALL DEVICES
- FOLLOWS SEO BEST PRACTICES
- PROVIDES A GREAT USER EXPERIENCE
- IS PROPERLY SET UP FOR ANALYTICS AND TRACKING

TAKING THE TIME TO REVIEW THESE ITEMS BEFORE LAUNCH CAN PREVENT COSTLY MISTAKES AND GIVE YOUR WEBSITE THE BEST CHANCE OF SUCCESS.

DOMAIN & HOSTING

- **DOMAIN NAME IS REGISTERED AND ACTIVE**

- **DOMAIN IS CONNECTED TO THE HOSTING PROVIDER**

- **DNS RECORDS ARE CONFIGURED CORRECTLY**

- **WEBSITE LOADS CORRECTLY WITH BOTH WWW AND NON-WWW VERSIONS**

- **PRIMARY DOMAIN REDIRECTS PROPERLY**

- **HOSTING ENVIRONMENT IS STABLE AND READY FOR PRODUCTION**

- **AUTOMATIC BACKUPS ARE ENABLED**

SECURITY

- **SSL CERTIFICATE IS INSTALLED**

- **HTTPS IS ENFORCED ACROSS THE ENTIRE SITE**

- **PLATFORM, PLUGINS, AND DEPENDENCIES ARE FULLY UPDATED**

- **DEFAULT ADMIN USERNAMES ARE REMOVED**

- **STRONG PASSWORDS ARE USED FOR ALL ADMIN ACCOUNTS**

- **SECURITY FIREWALL OR PROTECTION IS ENABLE**

- **SPAM PROTECTION IS ENABLED ON FORMS**

- **LOGIN ATTEMPTS ARE LIMITED OR PROTECTED**

- **FILE PERMISSIONS ARE CONFIGURED CORRECTLY**

- **BACKUP RESTORATION PROCESS HAS BEEN TESTED**

TECHNICAL SETUP

- **XML SITEMAP IS GENERATED**

- **ROBOTS.TXT FILE IS CONFIGURED**

- **CANONICAL URLS ARE SET PROPERLY**

- **404 ERROR PAGE IS CONFIGURED**

- **REDIRECTS ARE IN PLACE FOR ANY CHANGED URLS**

- **STAGING URLS ARE BLOCKED FROM INDEXING**

- **BROKEN LINKS ARE FIXED**

- **JAVASCRIPT ERRORS ARE CHECKED**

- **CSS LOADS CORRECTLY ON ALL PAGES**

- **WEBSITE WORKS WITHOUT CONSOLE ERRORS**

- **STRUCTURED DATA / SCHEMA MARKUP IS IMPLEMENTED WHERE APPROPRIATE**

- **CANONICAL TAGS ARE VERIFIED ON ALL IMPORTANT PAGES**

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SEO FOUNDATIONS

- **EVERY PAGE HAS A UNIQUE TITLE TAG**

- **EVERY PAGE HAS A META DESCRIPTION**

- **PAGES USE ONLY ONE H1 HEADING**

- **HEADER STRUCTURE (H1, H2, H3) IS LOGICAL**

- **URLS ARE CLEAN AND READABLE**

- **IMPORTANT PAGES ARE INTERNALLY LINKED**

- **IMAGE ALT TEXT IS ADDED WHERE NEEDED**

- **SITEMAP IS SUBMITTED TO SEARCH ENGINES**

- **PAGES ARE INDEXABLE WHERE APPROPRIATE**

- **DUPLICATE PAGES ARE AVOIDED**

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PERFORMANCE & SPEED

- **IMAGES ARE COMPRESSED**

- **IMAGES USE MODERN FORMATS WHERE POSSIBLE**

- **LAZY LOADING IS ENABLED FOR IMAGES**

- **PAGE LOAD TIME IS UNDER 3 SECONDS**

- **CACHING IS ENABLED**

- **UNUSED PLUGINS OR SCRIPTS ARE REMOVED**

- **FONTS ARE OPTIMIZED AND LIMITED**

- **WEBSITE PASSES BASIC PERFORMANCE TESTS**

PERFORMANCE & SPEED CONTINUED

- **SERVER RESPONSE TIME IS ACCEPTABLE**

- **GZIP OR SERVER COMPRESSION IS ENABLED**

- **BROWSER CACHING IS CONFIGURED CORRECTLY**

MOBILE OPTIMIZATION

- **WEBSITE LAYOUT ADAPTS TO ALL SCREEN SIZES**

- **TEXT IS READABLE ON SMALL SCREENS**

- **NAVIGATION WORKS SMOOTHLY ON MOBILE**

- **BUTTONS ARE EASY TO TAP**

- **IMAGES SCALE CORRECTLY**

- **FORMS WORK PROPERLY ON PHONES**

- **MOBILE PAGE SPEED IS ACCEPTABLE**

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USER EXPERIENCE

- **NAVIGATION MENU IS SIMPLE AND CLEAR**

- **KEY PAGES ARE EASY TO FIND**

- **CONTACT INFORMATION IS VISIBLE**

- **CALLS-TO-ACTION ARE CLEAR**

- **PAGES HAVE CONSISTENT LAYOUTS**

- **CONTENT IS EASY TO SCAN**

- **VISUAL HIERARCHY IS CLEAR**

- **IMPORTANT ACTIONS REQUIRE MINIMAL CLICKS**

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CONTENT REVIEW

- **PLACEHOLDER TEXT IS REMOVED**

- **SPELLING AND GRAMMAR ARE CHECKED**

- **BRAND MESSAGING IS CONSISTENT**

- **IMAGES ARE HIGH QUALITY AND RELEVANT**

- **COPYRIGHT INFORMATION IS UPDATED**

- **LEGAL PAGES ARE PRESENT IF NEEDED**

- **CONTACT DETAILS ARE CORRECT**

- **OPEN GRAPH METADATA IS CONFIGURED FOR SOCIAL SHARING**

- **DEFAULT SOCIAL PREVIEW IMAGE IS SET FOR PAGES WITHOUT CUSTOM PREVIEWS**

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FORMS & CONVERSIONS

- **CONTACT FORMS SUBMIT CORRECTLY**

- **FORM SUBMISSIONS SEND NOTIFICATIONS**

- **THANK-YOU MESSAGES APPEAR AFTER SUBMISSION**

- **CALL-TO-ACTION BUTTONS ARE PLACED STRATEGICALLY**

- **PHONE NUMBERS ARE CLICKABLE ON MOBILE**

- **EMAIL LINKS OPEN CORRECTLY**

- **FORMS ARE PROTECTED FROM SPAM**

ANALYTICS & TRACKING

- **ANALYTICS PLATFORM IS INSTALLED**

- **SEARCH CONSOLE IS CONNECTED**

- **CONVERSION TRACKING IS CONFIGURED**

- **CONTACT FORM EVENTS ARE TRACKED**

- **PHONE CLICK TRACKING IS ENABLED**

- **TRAFFIC SOURCES CAN BE MEASURED**

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INTEGRATIONS

- **EMAIL MARKETING TOOLS ARE CONNECTED**

- **CRM INTEGRATIONS WORK PROPERLY**

- **THIRD-PARTY SCRIPTS LOAD CORRECTLY**

- **PAYMENT SYSTEMS FUNCTION IF APPLICABLE**

- **SOCIAL MEDIA INTEGRATIONS WORK**

FINAL PRE-LAUNCH CHECKS

- **WEBSITE TESTED IN CHROME**

- **WEBSITE TESTED IN SAFARI**

- **WEBSITE TESTED IN FIREFOX**

- **WEBSITE TESTED ON DESKTOP**

- **WEBSITE TESTED ON TABLET**

- **WEBSITE TESTED ON MOBILE**

- **ALL INTERNAL LINKS WORK**

- **EXTERNAL LINKS OPEN CORRECTLY**

- **SOCIAL MEDIA LINKS WORK**

- **FAVICON APPEARS CORRECTLY**

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LAUNCH VERIFICATION

- **SITE IS LIVE ON THE CORRECT DOMAIN**

- **SEARCH ENGINES CAN CRAWL THE WEBSITE**

- **SITEMAP IS ACCESSIBLE**

- **NO STAGING PAGES REMAIN**

- **ALL REDIRECTS FUNCTION CORRECTLY**

- **SSL WORKS ON EVERY PAGE**

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READY TO LAUNCH?

IF YOU'VE CHECKED OFF THE ITEMS IN THIS GUIDE, YOUR WEBSITE IS IN A STRONG POSITION TO GO LIVE WITH CONFIDENCE.

REMEMBER: THE MOST SUCCESSFUL WEBSITES CONTINUE IMPROVING AFTER LAUNCH.

MONITORING PERFORMANCE, REFINING CONTENT, AND OPTIMIZING USER EXPERIENCE ALL CONTRIBUTE TO LONG-TERM SUCCESS.

EXPLORE MORE RESOURCES AND TOOLS AT:

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