



Website Launch Checklist

Pre-Launch Preparation

Domain & Hosting	Domain Registration	Domain name is registered and points to the correct hosting	<input type="checkbox"/>
		Chosen a reliable web hosting provider	<input type="checkbox"/>
Design & Layout	Responsive Design	Website is mobile friendly and looks great on all devices	<input type="checkbox"/>
	Browser Capability	Website works across different browsers	<input type="checkbox"/>
Content	Proofread	All content has been reviewed for spelling, grammar, and accuracy	<input type="checkbox"/>
	Consistency	Fonts, colors, and styles are consistent across all pages	<input type="checkbox"/>
	Images	Images are high quality and not pixelated	<input type="checkbox"/>

Functionality

Navigation	Clear Menu	Your navigation menu is easy to understand and use	<input type="checkbox"/>
	Internal Links	All internal links work correctly	<input type="checkbox"/>
Forms	Contact Forms	All forms are functioning correctly	<input type="checkbox"/>
	Error Messages	Clear error messages are showing when forms aren't completed correctly	<input type="checkbox"/>
Interactive Elements	Buttons & Links	All buttons and links work correctly	<input type="checkbox"/>
	Multimedia	All videos and other multimedia work correctly	<input type="checkbox"/>

SEO and Analytics

SEO Basics	Title tags	Every page has a unique and descriptive title tag	<input type="checkbox"/>
	Meta Descriptions	Compelling meta descriptions have been written for each page	<input type="checkbox"/>
	Keywords	Relevant keywords have been put in your content, headers, and meta tags	<input type="checkbox"/>
Analytics	Google Analytics	Google Analytics has been set up	<input type="checkbox"/>
	Goals and Conversions	Goals have been defined (e.g., contact form submissions) to measure conversions.	<input type="checkbox"/>

Legal and Compliance

Privacy Policy and Terms	Privacy Policy	A privacy policy has been included, outlining how user data is collected and used	<input type="checkbox"/>
	Terms of Service	Terms of service has been added	<input type="checkbox"/>
Accessibility	Alt Text	Alt text has been added to all images for accessibility and SEO	<input type="checkbox"/>
	ARIA Labels	ARIA labels have been added to improve navigation for screen readers	<input type="checkbox"/>

Performance

Speed Optimisation	Caching	Implement caching to speed up load times	<input type="checkbox"/>
	Minification	Minify CSS, JavaScript, and HTML files to reduce file size	<input type="checkbox"/>
	CDN	Use a Content Delivery Network (CDN) to distribute content efficiently	<input type="checkbox"/>
Security	SSL Certificate	Ensure your website has an SSL certificate and loads via HTTPS	<input type="checkbox"/>
	Backup	Set up regular backups of your website	<input type="checkbox"/>

Final Checks

Cross-Device Testing	Mobile and Tablet	Test your website on various mobile devices and tablets	<input type="checkbox"/>
	Desktop	Ensure the site functions well on different screen sizes and resolutions	<input type="checkbox"/>
User Testing	Feedback	Have a few people test your website and provide feedback on usability and functionality	<input type="checkbox"/>

Launch

Announce Your Launch	Email Campaign	Send an email to your mailing list announcing the launch	<input type="checkbox"/>
	Social Media	Announce your website on all your social media platforms	<input type="checkbox"/>
	Press Release	Consider issuing a press release if your website launch is newsworthy	<input type="checkbox"/>
Monitor and Optimise	Track Performance	Monitor your website's performance using Google Analytics and other tools.	<input type="checkbox"/>
	Ongoing SEO	Continuously optimize your website's SEO to improve search rankings.	<input type="checkbox"/>
	User Feedback	Collect feedback from users and make necessary improvements	<input type="checkbox"/>

Congratulations!

You're ready to launch your website. Following this checklist will help ensure your site is polished, functional, and optimised for both users and search engines.

Need assistance with your website? Contact us today to see how we can support your online presence!