Website launch checklist

Work through all 40 checks. Mark a check complete only when the evidence exists. Record blockers and their owners. Removing a pre-launch noindex gate needs the site owner's authorisation.

Companion guide: techvendorly.com/website-launch-checklist/

Before launch

1. Domain ownership and renewal
Confirm the business controls the registrar account and recovery address.
Status: _____ Owner: _____ Evidence: _____

2. DNS and TTL
Record existing A, AAAA, CNAME and MX records. Plan the cutover and email impact; do not delete unrelated records.
Status: _____ Owner: _____ Evidence: _____

3. TLS certificate
Open the site over HTTPS and confirm the certificate covers every hostname used.
Status: _____ Owner: _____ Evidence: _____

4. HTTP and hostname redirects
Choose the preferred HTTPS hostname. Confirm the alternate host and HTTP route redirect to it without a chain.
Status: _____ Owner: _____ Evidence: _____

5. Permalinks and old URLs
Keep existing slugs unless a change is needed. Add a direct 301 for each changed URL.
Status: _____ Owner: _____ Evidence: _____

6. Launch indexing decision
Record who is authorised to remove a pre-launch noindex gate. This checklist does not authorise changing TechVendorly's gate.
Status: _____ Owner: _____ Evidence: _____

7. Robots access
Keep intended public pages crawlable so crawlers can read their meta robots directives.
Status: _____ Owner: _____ Evidence: _____

8. Canonicals
Check homepage, a service page, an article and a category in rendered page source.
Status: _____ Owner: _____ Evidence: _____

9. Sitemap
Check eligible canonical URLs and remove redirects or obsolete routes from the submitted sitemap.
Status: _____ Owner: _____ Evidence: _____

10. Titles and descriptions
Give each important page a useful title and a distinct, accurate description.
Status: _____ Owner: _____ Evidence: _____

11. Structured data
Check the actual page, author, organisation and breadcrumb relationships.
Status: _____ Owner: _____ Evidence: _____

12. Social previews
Open a relevant image with the intended crop and sufficient text contrast.
Status: _____ Owner: _____ Evidence: _____

13. Navigation
Follow every header and footer link; check dropdowns with a keyboard.
Status: _____ Owner: _____ Evidence: _____

14. 404 page
Request a made-up URL. It should return 404 and help the visitor recover.
Status: _____ Owner: _____ Evidence: _____

15. Favicon
Check browser tab and touch-icon settings.
Status: _____ Owner: _____ Evidence: _____

16. Images and alt text
Use appropriate dimensions and formats. Describe informative images; leave decorative alt text empty.
Status: _____ Owner: _____ Evidence: _____

17. Mobile layout
Check narrow screens, long headings, wide tables and touch targets.
Status: _____ Owner: _____ Evidence: _____

18. Keyboard and focus
Reach menus, links, forms and dialogs without a mouse.
Status: _____ Owner: _____ Evidence: _____

19. Form validation
Submit empty, invalid and valid test cases using authorised test details.
Status: _____ Owner: _____ Evidence: _____

20. Submission storage
Confirm a genuine reference is stored. A success message alone is not evidence of delivery.
Status: _____ Owner: _____ Evidence: _____

21. Notification delivery
Check the intended inbox and reply route; record what was actually received.
Status: _____ Owner: _____ Evidence: _____

22. Downloads
Open each file and check HTTP status, MIME type, filename and real contents.
Status: _____ Owner: _____ Evidence: _____

23. Search
Try a known article, a misspelling and a query with no result.
Status: _____ Owner: _____ Evidence: _____

24. Privacy and consent
Match the notice and consent choices to the services actually running.
Status: _____ Owner: _____ Evidence: _____

25. Backups
Take a current database and file backup and record where it is stored.
Status: _____ Owner: _____ Evidence: _____

26. Restore plan
Confirm who can restore and how; a successful backup is not a successful restore test.
Status: _____ Owner: _____ Evidence: _____

27. Ownership handover
Record hosting, domain, analytics, email and maintenance owners.
Status: _____ Owner: _____ Evidence: _____

28. Performance baseline
Save a dated mobile and desktop report with the URL and test conditions.
Status: _____ Owner: _____ Evidence: _____

Launch day

29. DNS resolution
Check the live hostname resolves to the intended service.
Status: _____ Owner: _____ Evidence: _____

30. Public journeys
Repeat the main contact, purchase or subscription journey on the live domain.
Status: _____ Owner: _____ Evidence: _____

31. Search Console verification
Verify the correct property using a method the owner controls.
Status: _____ Owner: _____ Evidence: _____

32. Sitemap submission
Submit the canonical sitemap after the owner authorises indexing.
Status: _____ Owner: _____ Evidence: _____

33. Analytics collection
Use DebugView or equivalent to confirm authorised test events and consent behaviour.
Status: _____ Owner: _____ Evidence: _____

34. Monitoring
Set up an authorised uptime check and a named response owner.
Status: _____ Owner: _____ Evidence: _____

35. Caching
Purge changed pages and confirm logged-out visitors see the correct version.
Status: _____ Owner: _____ Evidence: _____

First seven days

36. Broken-link review
Review server logs and crawl results for missing destinations.
Status: _____ Owner: _____ Evidence: _____

37. Indexing review
Inspect a sample of key URLs; submission does not guarantee indexing.
Status: _____ Owner: _____ Evidence: _____

38. Search and form issues
Review genuine enquiries and error reports before adding features.
Status: _____ Owner: _____ Evidence: _____

39. Backup schedule
Confirm the next scheduled backup completed.
Status: _____ Owner: _____ Evidence: _____

40. Change log
Record fixes, owner and next review date.
Status: _____ Owner: _____ Evidence: _____