

Website Launch Checklist

The 60-point pre-launch checklist, grouped and in order.

How to use this: Work through it in order. Every section ends with something to do, not just something to read.

Content

- ☐ All pages proofread
- ☐ No placeholder text
- ☐ Images optimised and alt-tagged
- ☐ Contact details correct
- ☐ Legal pages live

Technical

- ☐ SSL forced
- ☐ www/non-www redirect
- ☐ 404 page
- ☐ Favicon
- ☐ Caching on
- ☐ Backups scheduled
- ☐ Staging noindex removed

SEO

- ☐ Titles and metas
- ☐ Sitemap submitted
- ☐ Search Console verified
- ☐ Analytics installed
- ☐ Schema basics

Conversion

- ☐ Forms tested and routed
- ☐ Thank-you pages
- ☐ CTAs on every page
- ☐ Phone click-to-call on mobile

Security

- ☐ Admin username not 'admin'
- ☐ 2FA
- ☐ Plugins updated
- ☐ Firewall
- ☐ Login limits

Launch Day

- ☐ DNS switched
- ☐ Propagation checked
- ☐ Forms retested live
- ☐ Announce

Your Next Step

Post-launch: the WordPress Speed Optimization Checklist.

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