

A FREE RESOURCE FROM SYVERA STUDIO

The Complete Website Launch Checklist

Fifty essential checks to run before, during, and after your website launch. Built for founders, marketers, and project managers who want a launch that goes smoothly and a website that performs from day one.

Whether you're launching your first website or your tenth, the same handful of overlooked details cause most launch-day problems. This checklist exists to eliminate them. Work through it section by section, tick off what's done, and flag anything still outstanding before you go live.

How to use this checklist: Print it, share it with your team, or work through it digitally. Every item matters, but the items in Section 1 (Pre-Launch Strategy) and Section 5 (Technical SEO) are the ones that most commonly cause problems after launch when skipped.

Pre-Launch Strategy

Before you build a single page, get the foundations right. Skipping this section is the most common reason websites launch and then need expensive rework within months.

	Clear primary business goal for the website is documented (leads, sales, bookings, applications, etc.)
	Specific success metrics defined (conversion rate, monthly enquiries, organic traffic targets)
	Target audience personas mapped with their pain points and motivations
	Top 3 competitors analysed for design, content, and positioning gaps
	Brand guidelines confirmed (logo, colors, typography, tone of voice)
	Domain name secured with at least 2 years of registration remaining
	Reliable hosting provider selected and configured
	Project timeline with key milestones agreed in writing

Content and Copy

Most launches get delayed by content, not design. Lock this in early.

	All page copy written, edited, and approved by stakeholders
	Homepage clearly communicates what you do within five seconds of landing
	About page tells your story and builds credibility
	Service or product pages each have a single, clear goal
	Contact page includes form, email, and response time expectations
	Every page has a strong, action-oriented call to action
	All images are licensed, high-quality, and properly optimised for web
	All testimonials and case studies have written permission to be published
	Privacy Policy, Terms of Service, and Cookies Policy are in place

Design and User Experience

A beautiful website that confuses users still fails. Test for clarity, not just aesthetics.

	Design is consistent across every page (spacing, typography, colors, buttons)
	Navigation is intuitive , a first-time visitor can find any page in under 10 seconds
	All buttons and links are clearly identifiable and visually clickable
	Forms are short, properly labelled, and easy to complete on any device
	Pages have clear visual hierarchy , headlines, subheads, and body text
	404 page is designed, branded, and helpful (links back to key pages)
	Loading states, hover effects, and micro-interactions feel polished
	Accessibility basics covered: alt text, color contrast, keyboard navigation

Mobile and Cross-Device Testing

Most visitors will see your website on a phone first. If it doesn't look right on mobile, it's not ready to launch.

	Tested on iPhone (latest iOS) , Safari and Chrome
	Tested on Android (recent device) , Chrome and Samsung Internet
	Tested on tablet portrait and landscape orientations
	Tested at common screen widths: 320px, 375px, 768px, 1024px, 1440px
	All text is readable without zooming on mobile (16px minimum body text)
	Tap targets are at least 44x44 pixels with adequate spacing
	Horizontal scrolling does not occur on any page or device
	Forms are easy to complete on mobile keyboards

Technical SEO Foundations

Get this wrong and the rest of your marketing fights uphill forever. Get it right and traffic compounds for years.

<input type="checkbox"/>	Every page has a unique, keyword-aware title tag (under 60 characters)
<input type="checkbox"/>	Every page has a unique, compelling meta description (under 160 characters)
<input type="checkbox"/>	Heading hierarchy is correct (one H1 per page, then H2s, then H3s)
<input type="checkbox"/>	URLs are short, readable, and contain target keywords
<input type="checkbox"/>	XML sitemap is generated and accessible at /sitemap.xml
<input type="checkbox"/>	Robots.txt is configured to allow indexing and reference the sitemap
<input type="checkbox"/>	Structured data (schema markup) added for organisation, articles, FAQs
<input type="checkbox"/>	Canonical tags are properly set on every page
<input type="checkbox"/>	Open Graph and Twitter card tags added for social sharing previews

Performance and Core Web Vitals

Speed is a ranking signal and a conversion lever. A site that takes more than 3 seconds to load already lost most of its visitors.

	Largest Contentful Paint (LCP) is under 2.5 seconds on mobile
	Interaction to Next Paint (INP) is under 200ms
	Cumulative Layout Shift (CLS) is under 0.1
	Images are compressed and served in modern formats (WebP or AVIF)
	Images use proper width and height attributes to prevent layout shift
	Fonts are loaded efficiently (font-display: swap, preload critical fonts)
	JavaScript is minified, deferred where possible, and free of dead code
	CSS is minified and critical CSS is inlined where appropriate
	Hosting includes a CDN and caching is properly configured

Security and Compliance

Security incidents at launch destroy trust and rankings. Lock these basics in before going live.

<input type="checkbox"/>	Valid SSL certificate installed (HTTPS enforced site-wide)
<input type="checkbox"/>	All HTTP requests redirect to HTTPS automatically
<input type="checkbox"/>	Strong admin passwords and two-factor authentication enabled
<input type="checkbox"/>	Default CMS usernames (e.g. 'admin') have been changed
<input type="checkbox"/>	Login URL is protected from brute-force attempts
<input type="checkbox"/>	Automated backups configured (daily minimum, off-site)
<input type="checkbox"/>	GDPR / data protection cookie consent banner is in place
<input type="checkbox"/>	Privacy Policy and Cookies Policy are up to date and linked in footer

Tracking and Analytics

If you can't measure it, you can't improve it. Set this up properly before launch , not after.

<input type="checkbox"/>	Google Analytics 4 installed and confirmed firing on every page
<input type="checkbox"/>	Google Tag Manager container set up (for flexible tracking)
<input type="checkbox"/>	Conversion goals defined and tested (form submits, purchases, calls)
<input type="checkbox"/>	Google Search Console verified and sitemap submitted
<input type="checkbox"/>	Microsoft Clarity or Hotjar installed for heatmaps and session recordings
<input type="checkbox"/>	Marketing pixels (Meta, LinkedIn, etc.) added if running paid ads
<input type="checkbox"/>	Tested goal conversions actually record in analytics

Final QA Before Launch

The last walk-through. Don't skip these , the smallest oversight often becomes the biggest post-launch headache.

<input type="checkbox"/>	Every internal link works and points to the correct page
<input type="checkbox"/>	All external links open in new tabs and don't 404
<input type="checkbox"/>	Every form has been submitted as a test and the email reached its destination
<input type="checkbox"/>	Spelling and grammar checked across every page
<input type="checkbox"/>	Favicon is uploaded and showing correctly
<input type="checkbox"/>	Social sharing preview tested on Facebook, LinkedIn, and X (Twitter)
<input type="checkbox"/>	Old website 301 redirects mapped to new URLs (if applicable)
<input type="checkbox"/>	Staging site set to noindex; production site set to index
<input type="checkbox"/>	Final stakeholder approval received in writing

Post-Launch (First 30 Days)

Launch is the start, not the end. The first month determines whether your site performs or stalls.

	Submit sitemap to Google Search Console and request indexing
	Monitor Google Analytics daily for the first two weeks
	Check Search Console for crawl errors weekly
	Run PageSpeed Insights again , fix any new performance issues
	Watch session recordings to identify user confusion or drop-off points
	Set up Google Alerts for your brand name to monitor mentions
	Plan content updates and blog posts for ongoing SEO momentum
	Schedule a 30-day post-launch review with your team or agency

THAT'S THE LIST.

Need a partner who handles all of this for you?

Every Syvera Studio website launch follows this exact checklist , and a few dozen more we don't share publicly. If you'd like a partner who takes the technical risk off your shoulders, we'd love to help.

Ready to talk?

Book a free 30-minute consultation. No commitment, no pitch deck, just honest advice for your business.

syverastudio.digital/book-a-free-consultation