Website launch checklist

Use before and after publishing a new or revised website. Keep a named owner for the release, enquiry testing and the first post-launch review.

01 Protect the existing website

- [ ] Back up website files, configuration and any required database. Keep a copy of the current URL list before changes.
- [ ] Map replaced URLs to relevant final pages. Test important redirects for a direct destination without unnecessary chains.
- [ ] Confirm the intended domain, HTTPS behaviour, canonical host and a useful not-found page.

02 Check content and page structure

- [ ] Review titles, descriptions and heading order. Remove draft wording, sample claims and empty content blocks.
- [ ] Check every navigation, article, category and footer link. Use the correct public URLs in schema and sharing metadata.
- [ ] Confirm that the XML sitemap contains final canonical pages, and the HTML sitemap helps visitors find the right content.

03 Test contact and enquiry paths

- [ ] Submit a consented test enquiry on the hosting environment and verify actual receipt in the intended mailbox.
- [ ] Check required fields, validation, errors and success states. A provider accepting a message is not proof of inbox delivery.
- [ ] Test phone, email, WhatsApp and consultation-request controls on a phone. Check the displayed timezone and confirmation wording.

REVIEW NOTE

Priority: _____ Owner: _____
Next action / review date: _____

Website launch checklist

Continue the review. Record a clear owner, next action and review date for the work you choose.

04 Review presentation and accessibility

- [ ] Test narrow and wide layouts, keyboard navigation, focus indicators, heading readability and theme contrast.
- [ ] Confirm banner and article image paths, dimensions and responsive sources. Check readable text when an image is unavailable.
- [ ] Label controls and form fields clearly. Check reduced-motion preferences and avoid controls that cover important content.

05 Publish the correct public configuration

- [ ] Confirm that staging passwords, noindex rules and private-preview robots restrictions are not copied into the public release.
- [ ] Publish an accurate robots.txt and sitemap.xml. Keep private configuration, credentials and vendor internals protected.
- [ ] Check privacy information, third-party services and consent choices against what the website actually does.

06 Review the release and follow up

- [ ] Inspect the live public site after upload, including nested article pages, downloads, images and form endpoints.
- [ ] Validate analytics and search-verification ownership using the business's authorised accounts; avoid duplicate tracking tags.
- [ ] Record outstanding issues, owners and rollback steps. Review indexing, performance and enquiry quality after launch.

REVIEW NOTE

Priority: _____ Owner: _____
Next action / review date: _____