

Website launch checklist

Website: _____ Owner: _____ Date: _____

Tick after verifying. Use N/A with a reason. Record blockers before approving launch.

- ☐ Keep staging private / Before launch
Use authentication or access restrictions. A robots.txt rule is not protection.
- ☐ Keep a tested backup / Before launch
Save files, data and configuration. Confirm the restore steps and who can perform them.
- ☐ Confirm the domain and HTTPS / Before launch
Check the preferred host, certificate and redirect from HTTP and alternate hostnames.
- ☐ Map changed URLs / Before launch
For a migration, map each valuable old URL to its equivalent. Test one-hop permanent redirects.
- ☐ Check core pages and navigation / Before launch
Open important pages, menus and footer links. Remove dead ends and empty placeholders.
- ☐ Review mobile layout / Before launch
Check small-screen text, buttons, images and menus; confirm there is no sideways overflow.
- ☐ Check keyboard access / Before launch
Tab through menus and forms. Confirm focus is visible, labels are clear and actions are reachable.
- ☐ Test WhatsApp and forms / Before launch
Check the recipient number, message and delivery. Keep personal details out of tracking events.
- ☐ Check content and metadata / Before launch
Review the main heading, unique title, accurate description, contact details and image alternatives.
- ☐ Check images and loading / Before launch
Use suitable sizes, reserve image dimensions and check the important first-screen image loads.
- ☐ Remove accidental index blocks / At launch
Check production robots rules, meta robots and response headers for public pages.

Blockers / next check: _____

Approval: _____ Review date: _____

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- ☐ Check canonicals and language links / At launch
Use preferred production URLs. Where hreflang is used, confirm reciprocal, valid language URLs.
- ☐ Check sitemap and 404 behaviour / At launch
Open the sitemap. Confirm a missing URL returns HTTP 404 and helpful navigation.
- ☐ Check rendered content / At launch
Confirm important content and links are available to search engines, including JS-driven pages.
- ☐ Validate applicable structured data / At launch
Test relevant markup and keep it consistent with visible content. Eligibility is not a display guarantee.
- ☐ Check tracking once / At launch
Verify the intended GTM container and events; avoid duplicate GA4 page-view implementations.
- ☐ Review privacy and consent needs / At launch
Confirm that disclosures and tag behaviour match the tracking used and applicable requirements.
- ☐ Inspect and submit in Search Console / After launch
Inspect key URLs and submit the production sitemap. Submission does not guarantee indexing.
- ☐ Retest important journeys / After launch
Repeat contact, download, navigation and purchase tests on the real production domain.
- ☐ Monitor errors and performance / After launch
Review indexing, server errors, traffic and real-user performance; compare against a saved baseline.
- ☐ Record issues and ownership / After launch
List remaining issues, deadlines and the launch approver. Block launch if critical journeys fail.
- ☐ Plan the follow-up review / After launch
Set a first review date and a named owner. Keep the backup and migration records available.

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Index eligibility does not guarantee indexing. Reference: Google Search technical requirements.

developers.google.com/search/docs/essentials/technical | Editable companion: XLSX