

● Launch Protocol

# The Ultimate Website Launch Checklist

Don't launch in the dark. A comprehensive 50-point audit covering technical, SEO, content, and legal requirements.

- ✓ Technical Performance
- ✓ SEO Foundations
- ✓ Legal & Compliance

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Prepared for  
**Product Teams & Founders**

Date  
**November 2025**

# Launch with Confidence

Launching a website is often a chaotic rush to the finish line. In the panic to "go live," critical details get missed—broken links, missing meta tags, or slow mobile performance.

This checklist is your safety net. It is designed to be used 48 hours before launch. If you can't check a box, don't launch. It's better to delay by a day than to launch a broken product.

## How to Use This Guide

We have broken this down into four critical phases. Assign each phase to a specific team member (e.g., Developer, Marketer, Legal).

- Phase 1: Technical & Performance
- Phase 2: SEO & Analytics
- Phase 3: Content & UX
- Phase 4: Legal & Security

# Phase 1: Technical & Performance

Ensure the engine is running smoothly before you invite passengers.

☐ **Mobile Responsiveness**

Tested on actual iOS and Android devices, not just browser resize.

☐ **Page Speed (LCP)**

Google PageSpeed score > 90 on desktop. LCP under 2.5s.

☐ **Broken Links**

Run a crawler (e.g., Screaming Frog) to find 404 errors.

☐ **Favicon**

Ensure favicon works in light/dark mode and on mobile home screens.

☐ **Forms**

Submit every single form. Check that the success message appears AND the email arrives.

## Phase 2: SEO & Analytics

Make sure Google can find you and you can track visitors.

☐ **Title Tags & Meta Descriptions**

Unique for every page. No duplicates.

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☐ **XML Sitemap**

Generated and ready to submit to Google Search Console.

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☐ **Robots.txt**

Ensure you are NOT blocking search engines (remove "disallow: /").

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☐ **Analytics Setup**

GA4 installed. Conversion events (e.g., form submit) configured and tested.

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☐ **Open Graph Tags**

Share a link on Slack/LinkedIn to verify the preview image and title appear correctly.

## Phase 3: Content & UX

Read every word. Click every button.

☐ **Spelling & Grammar**

Use Grammarly or a fresh pair of eyes. Typos kill trust.

☐ **Contact Info**

Is the phone number correct? Is the address accurate? Click them to test.

☐ **Images**

All images have Alt Text. No placeholder images (Lorem Ipsum) remaining.

☐ **404 Page**

Does a custom 404 page exist? Does it help the user get back on track?

## Phase 4: Legal & Security

Protect your business and your users.

☐ **SSL Certificate**

Site loads via HTTPS. Browser shows the padlock icon.

☐ **Privacy Policy**

Accessible from the footer. Updated for GDPR/CCPA if applicable.

☐ **Cookie Banner**

Displays on first visit. Actually blocks scripts until consent is given.

## Phase 5: Security Hardening

Don't leave the front door unlocked.

☐ **Security Headers**

Configure HSTS, X-Frame-Options, and Content-Security-Policy to prevent attacks.

☐ **Backup System**

Automated daily backups are running and stored off-site (e.g., AWS S3).

☐ **Admin Access**

Strong passwords enforced. Two-Factor Authentication (2FA) enabled for all admin accounts.

## Post-Launch Protocol

The work isn't done when you flip the switch. Monitor these timelines.

### Hour 1

- Test live forms
- Check real-time analytics
- Verify SSL propagation

### Day 1

- Monitor error logs
- Check mobile usability
- Reply to first enquiries

### Week 1

- Check Google indexing
- Review user session recordings
- Optimize slow pages



## VisualWeb Opinion: The "Soft Launch"

Never announce a launch on the same day you push the code. Push the code on Tuesday. Test it live. Fix the inevitable bugs. *Then* announce it on Thursday.

Your users don't need to know the exact minute you went live. They just need a working site when they click the link.

# Need a Professional Audit?

We can run a 100-point deep-dive audit on your site before you spend a penny on ads.

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or email [hello@visualweb.co.uk](mailto:hello@visualweb.co.uk)