

The Ultimate Website Launch Checklist

Everything You Need to Launch Your Website With Confidence

Introduction

Launching a website isn't just about hitting "publish." Whether you're building your own site or working with a designer, there's a lot that can fall through the cracks. This checklist ensures your site looks great, functions well, and actually works for your business.

1. Foundation Essentials

- Domain name purchased and connected
- Reliable hosting plan set up
- CMS or platform installed (e.g., WordPress, Webflow, Shopify)
- SSL certificate installed (https:// secure)
- Site under construction or maintenance page activated (if needed)

2. Design & Branding

- Logo uploaded (high-res and favicon version)
- Consistent fonts and colors across all pages
- Mobile-friendly/responsive layout
- Custom 404 error page created
- Accessible design (readable fonts, color contrast, etc.)

3. Core Content Pages

- Home
- About
- Services/Products
- Contact (with contact form, email, phone)

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- Legal pages: Privacy Policy, Terms & Conditions, Cookie Policy
- Blog/News (optional but recommended)

4. SEO Basics

- Page titles and meta descriptions written
- Heading structure (H1, H2, H3) used properly
- Keywords researched and naturally placed
- Image alt text added
- Sitemap generated and submitted to Google Search Console
- Robots.txt file set up correctly

5. Performance & Functionality

- All forms tested (contact, lead capture, etc.)
- Internal and external links tested
- Site speed tested (e.g., using Google PageSpeed Insights)
- Images compressed
- Browser compatibility checked (Chrome, Safari, Firefox, Edge)
- Analytics tool connected (e.g., Google Analytics)

6. Technical Setup

- Email address set up with domain (e.g., hello@yourdomain.com)
- Backups enabled (manual or automatic)
- CMS/plugins updated to latest versions
- Cookie consent banner added (if required)
- Security plugins or firewalls installed

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- Admin access restricted (strong passwords, 2FA)

7. Pre-Launch Marketing Prep

- Social media profiles updated with site link
- Email list sign-up connected (e.g., Mailchimp)
- Announcement graphics or posts created
- Launch email campaign written and scheduled
- Press release or blog post drafted (optional)

8. Final Checks

- Proofread all content for typos or outdated info
- Double-check mobile and tablet responsiveness
- All CTAs (buttons/forms) work and are easy to find
- Test payment/shopping cart (if e-commerce)
- Ensure branding feels consistent and trustworthy
- Ask a friend or colleague to review it fresh

Launch!

When everything is ticked off, its time to go live! Promote the launch, watch the traffic come in and be proud of the professional online presence youve created.

Need a Pro to Handle It All?

Westfield Media offers complete web design, branding, and hosting packages whether you're starting from scratch or need a total refresh.

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Book your free discovery call today

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