Website Launch Checklist

Track the final checks before and after your website goes live.

Website _____ Launch date _____

Before launch

- [ ] Confirm the domain and preferred website address.
- [ ] Check homepage copy, contact details and navigation.
- [ ] Review images, captions and useful alternative text.
- [ ] Open key pages on a phone and a desktop.
- [ ] Test every main button and form, including confirmation messages.

Launch day

- [ ] Open the live homepage in a private browser window.
- [ ] Check that key pages load over HTTPS.
- [ ] Follow a complete visitor journey from homepage to enquiry or download.
- [ ] Confirm your intended public pages can be found through site navigation.
- [ ] Tell the team who will handle launch-day issues.

First week

- [ ] Review enquiries and download reports if you collect them.
- [ ] Check for broken links and record any fixes.
- [ ] Confirm someone owns updates, backups and recurring renewals.
- [ ] Schedule a follow-up review and assign unresolved items.

Follow-up notes