

Website Launch Checklist

Use this list to double-check the essentials before launching your site.



Security and Setup

- ☐ SSL is enabled and the site loads over HTTPS
- ☐ Domain is connected properly and DNS is fully propagated



Tracking and Analytics

- ☐ Google Analytics is set up and tracking properly
- ☐ (Optional) A privacy-friendly analytics tool like Matomo is in place



Search Engine Optimization

- ☐ Website is submitted to search engines
- ☐ Meta titles and descriptions are set for key pages



Forms and Email Delivery

- ☐ Contact forms are tested and submissions are received
- ☐ Email delivery is configured using a service like SendGrid
- ☐ If using WordPress, WP Mail SMTP is installed and connected
- ☐ SPF, DKIM, and DMARC records are configured in your DNS to support proper email delivery



Content and Navigation

- ☐ All links work correctly
- ☐ Navigation menus function on desktop and mobile
- ☐ Placeholder text, typos, and formatting issues are resolved



Final Review

- ☐ The site is mobile-responsive and loads quickly
- ☐ Major pages (Home, Contact, About, etc.) are complete and polished
- ☐ The site is tested on multiple browsers and devices
- ☐ You're ready to launch with confidence