NEXTGEN FUSION · FREE CHECKLIST

Website launch checklist

44 checks before you go live

By Ritesh Kumar Giri · Updated 21 November 2026 · Interactive version: www.nextgenfusion.in/website-launch-checklist/

Most launch-day problems are not design problems. They are small things nobody checked: a staging site still blocking search engines, a form that sends to the wrong inbox, a phone number that is not tappable. This checklist is the one we run through before a site goes live. Tick every box, or write down why you are skipping it.

1. Content and pages

- [ ] Every page has one clear heading and a purpose: what it is, who it is for, what to do next.
- [ ] Business name, address, phone and email are the same on every page and match your Google Business Profile.
- [ ] No placeholder text ("Lorem ipsum"), demo images or "Coming soon" sections left behind.
- [ ] Spelling checked on the homepage, services, about and contact pages by someone who did not write them.
- [ ] Contact details are tappable on a phone: phone numbers use a call link, WhatsApp uses a chat link, email opens a mail app.
- [ ] Privacy policy, cookie notice (if you use analytics or ads) and terms are published and linked in the footer.
- [ ] Every image has descriptive alt text. Decorative images have an empty alt.
- [ ] A custom 404 page tells people where to go next.

2. Speed and Core Web Vitals

Google's own guidance says a good experience means Largest Contentful Paint within 2.5 seconds, Interaction to Next Paint of 200 milliseconds or less, and Cumulative Layout Shift of 0.1 or less, measured at the 75th percentile of page loads (web.dev).

- [ ] Test the homepage and one inner page on a mobile connection, not just on your office wifi.
- [ ] The biggest image above the fold is compressed, correctly sized and not lazy-loaded.
- [ ] Images use modern formats (WebP or AVIF) with width and height set so the page does not jump while loading.
- [ ] Videos do not autoplay a large file on mobile.
- [ ] Chat widgets, pop-ups, tag managers and tracking scripts are justified one by one. Remove what you do not use.
- [ ] Fonts: no more than two families, loaded with a fallback so text shows immediately.
- [ ] Caching and compression are switched on at the host or CDN.

See also: how to test your site with the main speed tools.

3. SEO basics

- [ ] The "discourage search engines" setting (WordPress) or noindex tag from staging is **off**. This is the most common launch mistake.
- [ ] robots.txt does not block the whole site, and it points to your sitemap.
- [ ] An XML sitemap exists and has been submitted in Google Search Console.
- [ ] Every page has a unique title (about 50-60 characters) and meta description (about 140-160).
- [ ] One H1 per page, with H2 and H3 headings in order.
- [ ] Each page has one canonical URL, and the www / non-www and http / https versions redirect to it.
- [ ] If you are replacing an old site, every old URL redirects to its closest new page. See how to migrate without losing rankings.
- [ ] Local business details are marked up with structured data and tested.
- [ ] Your Google Business Profile links to the final domain.

4. Security and reliability

- [ ] HTTPS works on every page, with no mixed-content warnings.
- [ ] Admin accounts use unique strong passwords and two-step verification. Delete the default "admin" user.
- [ ] WordPress core, themes and plugins are updated, and unused ones are deleted.
- [ ] Automatic off-site backups are running, and you have tried restoring one.
- [ ] Forms have spam protection and send to an inbox that someone reads.
- [ ] Uptime monitoring is on, so you hear about downtime before customers do.
- [ ] Domain auto-renewal is on, and the registrar account belongs to the business, not a freelancer.

5. Forms, tracking and conversions

- [ ] Submit every form yourself on a phone and on a desktop. Check the email arrives, and check the confirmation message.
- [ ] Analytics is installed once (not twice) and records a test visit.
- [ ] Key actions (form sent, call tapped, WhatsApp tapped) are tracked as events.
- [ ] Search Console is verified and shows no errors on the homepage.
- [ ] Every page has one obvious next step above the fold.

6. Accessibility and devices

- [ ] Text has enough contrast against its background, and the main button is readable.
- [ ] You can reach every link and button with the keyboard, and see where focus is.
- [ ] Check the site on a small Android phone, an iPhone, a tablet and a laptop.
- [ ] Check in at least two browsers.
- [ ] Menus, sticky bars and pop-ups do not cover the content on small screens.

7. The day after launch

- [ ] Open the live site on a phone, signed out, on mobile data.
- [ ] Look at Search Console and analytics after 24 hours and after one week.
- [ ] Share the live link with the people who gave feedback, and ask for the first review on your Google profile.

Frequently asked questions

How long should a launch check take?
For a small business site of five to ten pages, plan half a day for the checks and a further half day for fixes.

Which check do people miss most often?
Leaving search engines blocked after launch. It costs nothing to check and can hide the whole site.

Can I use this checklist for a Shopify or WooCommerce store?
Yes, and add the ecommerce launch checklist on top for products, payments, tax and shipping.

Want a second pair of eyes on your launch? Message us on WhatsApp at +91 73482 28167 and you get a fixed written quote within one working day.
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