

Website Launch Checklist

The pre-flight QA I run before pushing any site live — so nothing embarrassing slips through on launch day. Tick each box; if one fails, don't ship until it's green.

01 Content & Copy

- ☐ All **placeholder** / lorem ipsum text removed
- ☐ Real **images** in place — no stock placeholders
- ☐ Contact details & **business hours** correct
- ☐ Copy **proofread** for spelling & grammar
- ☐ Every image has descriptive **alt text**
- ☐ Legal pages live — **Privacy & Terms**

02 Design & Responsive

- ☐ Tested on **mobile, tablet & desktop**
- ☐ No **horizontal scroll** on small screens
- ☐ Consistent **fonts & colours** across pages
- ☐ Checked in **Chrome, Safari, Firefox & Edge**
- ☐ **Favicon** & touch icons show correctly
- ☐ **Tap targets** large enough on touch devices

03 Functionality

- ☐ All **internal links** work — no 404s
- ☐ Form **success / error** states tested
- ☐ Custom **404 page** in place
- ☐ **Forms** submit & send to the right inbox
- ☐ **External links** open correctly (new tab)
- ☐ **Buttons & CTAs** point to the right place

04 Technical SEO

- ☐ Unique **title & meta description** per page
- ☐ **Open Graph** / social share preview works
- ☐ **robots.txt** allows indexing (staging blocked)
- ☐ **Canonical** tags set correctly
- ☐ **sitemap.xml** generated & submitted
- ☐ Old URLs **301-redirected** to new ones

05 Performance

- ☐ **Images compressed** & sized correctly
- ☐ **Lazy-loading** on below-the-fold media
- ☐ Lighthouse / **Core Web Vitals** in the green
- ☐ CSS & JS **minified**; caching enabled

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| ☐ HTTPS live; http → https redirect works | ☐ SSL certificate valid & not expiring |
| ☐ Analytics installed & firing (GA4) | ☐ Full backup taken before launch |
| ☐ DNS pointed & propagated | ☐ Final proof-read pass on the live URL |

Want a second pair of eyes before you launch? I offer a free 5-point website health check — send me your URL and I'll reply with what I'd fix first. → glentenario.com/contact