

Website launch review checklist (free, no signup)

A complete pre-launch checklist to run against your site before it goes live: content, responsive design, functionality, SEO, analytics, performance, and legal. Free PDF, no signup.

Content and copy

- Every page has its final copy — no lorem ipsum or placeholder text
- All headings, button labels, and links read correctly
- Spelling and grammar checked across every page
- Contact details, hours, and pricing are current and consistent everywhere
- Images have meaningful alt text
For accessibility, and because search engines read it.

Design and responsive

- Layout holds on phone, tablet, and desktop widths
- No overlapping elements, cut-off text, or broken spacing at any breakpoint
The most common launch bug is a layout that only got checked on one screen size.
- Fonts, colors, and spacing match the design
- Favicon and social-share (Open Graph) preview render correctly
Paste a link into Slack or iMessage and confirm the preview looks right.

Functionality

- Every form submits, and both the success and error states work
- Form submissions actually arrive where they should (email, CRM, inbox)
A form that looks fine but silently drops messages is a classic launch miss.
- All internal and external links resolve — no 404s
- Search, filters, and interactive components work
- The 404 page is styled and links back into the site

Technical and SEO

- Every page has a unique title tag and meta description
- Canonical URLs are set and point to the right place
- robots.txt allows indexing, and sitemap.xml is present and submitted
A stray 'Disallow: /' carried over from staging is how sites launch invisible to Google.

- HTTPS is enforced with no mixed-content warnings
- Redirects from old URLs are in place if this replaces an existing site

Analytics and tracking

- Analytics is installed and recording on every page
- Conversion events (signup, purchase, contact) fire correctly
- Staging or test tracking IDs have been swapped for production ones

Performance and trust

- Pages load fast on a normal connection — images compressed, no oversized assets
- Privacy policy, terms, and a cookie notice are present where required
- Tested in more than one browser (Chrome, Safari, Firefox)

Final visual sweep

- Click through every page one last time as a real visitor would
Capture each issue with a screenshot and a note so nothing gets lost between finding it and fixing it.

