

Website Launch Checklist

A pre-launch checklist to make sure your new website or web app goes live clean, fast, secure and findable. By Bracket Coder.

Content and design

- All pages proofread; no lorem ipsum or placeholder text
- Real contact details, address and social links
- Favicon, logo and brand assets in place
- 404 and error pages designed
- Legal pages: privacy, terms, cookies

Technical

- HTTPS enforced and certificate valid
- Redirects from old URLs (301) tested
- Forms submit and send notifications
- Analytics and conversion tracking installed
- Broken-link scan passed

SEO

- Unique title and meta description per page
- One clear H1 per page
- XML sitemap generated and submitted
- robots.txt allows crawling of pages and assets
- Open Graph and Twitter share images set

Performance and security

- Images optimized, sized and lazy-loaded
- Core Web Vitals checked on mobile
- Backups configured
- Monitoring and uptime alerts on
- Secrets stored server-side, not in code

Go-live

- DNS and domain pointed correctly
- Staging vs production data separated
- Rollback plan ready
- Post-launch smoke test on real devices

Need a hand with any of this? Bracket Coder builds and ships secure SaaS, web and mobile software — bracketcoder.com/contact.

© Bracket Coder