

# The Complete Website *Launch* *Checklist*



# Content Review

## **Proofread All Content**

Ensure there are no typos, grammatical errors, or factual inaccuracies.

## **Check Images and Media**

Ensure all images, videos, and other media files are correctly displayed and optimised for web use. \* Additional content or blog to help with this

## **Update Metadata**

Verify that all page titles, meta descriptions, and ALT tags are correctly filled out for SEO purposes.

## **Remove Test Content**

Delete any placeholder content or test data.

# Design and User Experience

## ☐ Cross-browser Testing

Test your website on multiple devices (mobile, tablet, desktop) and browsers to ensure responsiveness.

*Tip: BrowserStack is a great tool to check across as many browsers as possible*

## ☐ Navigation and Links

Ensure all menus and links are intuitive and working correctly.

## ☐ Accessibility

Verify that all page titles, meta descriptions, and ALT tags are correctly filled out for SEO purposes. [Check out our Blog](#)

# Functionality

## □ Forms

Test all forms (contact forms, sign-up forms, etc.) to ensure they submit correctly and all necessary fields are included.

*Top tip: Check you are communicating how to use the form correctly and that any error messages are clear for the user.*

## □ E-commerce

If applicable, test the entire shopping process from product selection to checkout and payment.

## □ Integrations

Ensure all third-party integrations (e.g. CRM, email marketing, analytics) are working correctly.

# SEO and Analytics

## SEO Audit

Perform an SEO audit to check for issues such as broken links, duplicate content, and missing metadata.

*Top Tip: A free tool that can help with SEO recommendations is Screaming Frog.*

## Set Up Analytics

Install and configure analytics tools to track website performance.

*Top tip: We recommend GA4 and HotJar as a minimum.*

## Submit Sitemap

Submit your XML sitemap to search engines like Google and Bing.out for

# Security

## SSL Certificate

Verify that your SSL certificate is installed, and your website is accessible via HTTPS.

## Backups

Install and configure analytics tools to track website performance

## Security Plugins

Install and configure any necessary security plugins or software to protect your site from threats.

*Top tip: WordFence or Solid Security*

# Legal and Compliance

## Privacy Policy

Ensure you have a privacy policy that complies with relevant regulations (e.g., GDPR, CCPA).

## Cookies

Implement a cookie consent banner as required by law.

*Top tip: Ensure acceptance is given by the user before any non-essential cookies are added to the user's browser – or you may get fined.*

# Final Preparations

## DNS Settings

Plan for any DNS changes and propagation time if the website is moving to a new domain or server.

*Top tip: This can take up to 48 hours, so make sure you plan enough time for this!*

## Enable Caching

Implement caching solutions to improve load times.

*Tip: For WordPress websites, the best plugin can vary based on how the website was developed and where it is hosted. But as a rule we recommend WP-Rocket. For all websites (including WordPress), we would recommend a CDN such as CloudFlare*



# BONUS

## Post-Launch

### Monitor Analytics

Regularly check your analytics to track performance and identify any issues.

### Customer Feedback

Set up mechanisms to collect and respond to customer feedback.

### Ongoing Maintenance

Plan for regular updates, backups, and security checks to keep your website running smoothly.

Monitor Google Search Console for any indexing issues

*Top Tip: At WebBox, we offer a selection of Support Plans to meet our clients' needs. These provide flexibility for clients and allow us to demonstrate our values of being "Relentlessly Responsive" and "Proactively Ambitious".*

We have put this document together to support our Free Webinar – [Redesigning Your Website: Strategies and Considerations – Launch Checklist](#)



## Get in touch with our expert team

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