

Pre-Launch Checklist for a New Business Website

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Complete Pre-Launch Checklist for a New Business Website

Purpose: Use this website launch checklist to confirm your new business website is ready for customers, search engines, and day-to-day operations. It is designed for business owners, project leads, and anyone responsible for final quality checks. Before you begin, make sure you can access the website, its domain settings, and the accounts used for analytics and customer inquiries. Check each item by following its stated verification step, and resolve critical issues before launch.



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Pre-Task Preparation

- ☐ [High] Confirm who approves the launch and who can make changes; verify each person can access the required accounts.
- ☐ [High] Record the planned launch date and the current website address; check that the team agrees which version is final.
- ☐ [Medium] Gather approved business details, service descriptions, contact information, and brand assets; compare them with current business records.
- ☐ [High] Confirm you have a recent backup and a rollback plan; locate the backup and document how the team would restore the previous site.

Main Checklist Items

Content

- ☐ [High] Review every page for accurate services, prices, hours, location, and contact details; compare each detail with approved business information.
- ☐ [High] Test every call to action, contact link, and form; submit a test inquiry and confirm it reaches the right inbox.
- ☐ [Medium] Check spelling, image quality, and links on each page; open links and read the pages aloud or proofread them line by line.

Search Visibility

- ☐ [High] Check that Google can access and render key pages; inspect the live site and confirm important content appears on mobile and desktop. Google recommends equivalent content and metadata across versions in its [mobile-first indexing guidance](#).
- ☐ [High] Review SEO basics on each important page; confirm its page title, useful description, clear heading, and descriptive image text.
- ☐ [High] Check that launch pages are not accidentally blocked from crawling; review the site's robots.txt file and search settings. Google notes that blocking crawling can prevent indexing.
- ☐ [Medium] Submit the sitemap through the appropriate search engine tools; confirm it lists the intended, accessible page URLs. See [Google's sitemap guidance](#).

Accessibility

- ☐ [High] Navigate every key task using only a keyboard; verify that focus is visible and controls can be reached and used in order.
- ☐ [High] Check text contrast, image alternatives, form labels, and heading order; review key pages against [WCAG 2.2](#).

- ☐ [Medium] Test pages at mobile sizes and zoomed text; confirm content remains readable and controls do not overlap.

Performance

- ☐ [High] Test important pages on a phone and desktop; confirm they load and respond without obvious delays or shifting content. Google's Core Web Vitals assess loading, interactivity, and visual stability.
- ☐ [Medium] Check large images and unnecessary page elements; compare page behavior before and after optimizing or removing them.

Security and Privacy

- ☐ [High] Open the site over HTTPS and submit a test form; verify the browser shows a secure connection and the submission completes securely.
- ☐ [High] Limit account and customer-data access to people who need it; review user permissions and remove unneeded accounts, following the FTC's [business security guidance](#).
- ☐ [High] Review forms, tracking tools, and privacy notices; confirm you collect only necessary information and explain relevant data practices clearly.
- ☐ [Medium] Check that software, extensions, and account protections are current; review update status and enable available multifactor authentication.

Analytics

- ☐ [High] Verify that analytics receives a test visit; use its real-time or diagnostic view and confirm the visit appears.
- ☐ [Medium] Check that key actions, such as calls or form submissions, are measured; complete a test action and confirm it is recorded.



Photo via Pexels

Critical Items to Double-Check

- ☐ [Critical] Confirm the public domain points to the approved website; enter the domain in a private browser window and check the correct site appears.
- ☐ [Critical] Check that essential pages are not marked as hidden from search engines; inspect their settings and confirm intended pages can be indexed.
- ☐ [Critical] Send a test inquiry from outside the business network; verify delivery, readability, and any promised response route.
- ☐ [Critical] Confirm the backup and rollback instructions are accessible to the launch owner; verify the restore contact and procedure before publishing.

Common Items Often Missed

- ☐ [Medium] Check the footer on desktop and mobile; verify business identity, contact details, and policy links are present and working.
- ☐ [Medium] Review the browser tab title and site icon on key pages; confirm they display the intended business identity.

- ☐ [Medium] Check confirmation messages and error states for forms; submit valid and incomplete test entries and confirm instructions are clear.
- ☐ [High] Verify that any temporary launch or password restrictions are removed; open the public site without signing in.

Launch-Day Verification

- ☐ [Critical] Open the live site on a phone and desktop; confirm the homepage and priority pages load correctly.
- ☐ [Critical] Repeat a test form submission and click key contact links; verify the business receives the inquiry.
- ☐ [High] Check analytics and error monitoring after launch; confirm visits register and review any reported failures.
- ☐ [High] Search for broken pages or obvious display issues; follow navigation links and inspect pages with a private browser session.

Completion Verification

Mark the checklist complete only when every critical item passes its stated check. Ask someone who did not build the site to repeat the most important customer tasks: find a service, locate contact details, and send an inquiry. Record any unresolved non-critical issues, their owner, and the planned fix. Keep a copy of the completed checklist with launch notes so the team can track decisions and follow-up work.

Next Steps After Completion

After launch, review incoming inquiries, analytics, and customer feedback regularly. Recheck key pages after content or software updates, and keep backups and account access current. If a critical issue appears, use the rollback plan, notify the launch owner, and verify the fix on both mobile and desktop before closing it. Print or save this checklist for future site updates and launches.