

PRE-LAUNCH CHECKLIST

Website Launch Checklist

Work through each section before you flip the switch. A calm hour of checking beats a frantic day of fixing.

Content & proofreading

- Proofread every page for spelling and grammar
- Replace all placeholder text and dummy images
- Confirm contact details, hours, and pricing are correct
- Check all links work (internal and external)
- Confirm forms submit and notifications arrive
- Add legal pages (privacy policy, terms) if required

SEO essentials

- Unique title tags and meta descriptions on every page
- One clear H1 per page and logical headings
- XML sitemap generated and ready to submit
- robots.txt allows indexing of the live site
- Canonical tags set correctly
- Structured data (schema) added where relevant
- Open Graph / social share images set

Performance

- Images compressed and correctly sized
- Core Web Vitals checked (LCP, INP, CLS)
- Caching and a CDN configured
- Tested on a real mobile device, not just desktop

Security & reliability

- HTTPS/SSL enabled and enforced
- Software and dependencies up to date
- Automated backups configured and tested
- Admin accounts use strong, unique passwords
- Spam protection on forms (honeypot or similar)

Analytics & tracking

- Analytics installed and firing on all pages
- Conversion goals or events configured
- Google Search Console verified
- Sitemap submitted to Search Console after launch

Final go-live steps

- Point the domain and remove any no-index / staging blocks
- Test the live site end to end on a phone
- Submit your sitemap to Search Console
- Confirm analytics is tracking real traffic
- Watch Search Console for the first week

Want this handled by people who do it every day?

AscendQ brings a quarter of a century of scale to your launch. Talk to us at ascendq.ca/contact