

25-Point Website Launch Checklist

A focused preflight for WordPress and WooCommerce projects - covering ownership, QA, SEO, tracking, consent, forms, DNS, SSL, and the first seven days.

A check means you verified the result. It does not mean you installed the tool.

Operational guidance only. Legal, tax, privacy, accessibility, and regulatory requirements vary by jurisdiction and business. Obtain qualified professional advice.

OWNERSHIP + RECOVERY

- [] 01 Confirm the client owns the domain, hosting, analytics, email, payment, and advertising accounts.
- [] 02 Name one launch lead, one client approver, and one emergency contact.
- [] 03 Capture a complete backup and prove it can be restored safely.
- [] 04 Export the current DNS zone and record exact rollback values.
- [] 05 Freeze the release candidate and log accepted issues.

CONTENT + INTERFACE

- [] 06 Remove placeholder copy, test data, draft widgets, and staging references.
- [] 07 Verify phone numbers, addresses, prices, hours, names, and regulated claims.
- [] 08 Test navigation, buttons, forms, popups, and sticky elements by keyboard.
- [] 09 Test 320, 375, 768, 1024, and 1440px plus a real iOS and Android device.
- [] 10 Zoom to 200 percent and check long headings, errors, and wrapping.

SEO + PERFORMANCE

- [] 11 Confirm production is indexable and robots, sitemap, and meta directives agree.
- [] 12 Verify unique titles, descriptions, one useful H1, canonicals, and social previews.
- [] 13 Crawl for 404s, redirect chains, mixed content, orphan pages, and broken links.
- [] 14 Test old URLs through one-hop redirects to the closest relevant new page.
- [] 15 Test representative pages for LCP, layout shifts, cache behavior, and oversized assets.

TRACKING + CONVERSION

- [] 16 Verify one GA4 page view and successful lead or purchase events in DebugView.
- [] 17 Verify GTM and Meta are installed once and only fire in allowed consent states.
- [] 18 Test accept, reject, and manage-consent choices in a fresh browser.
- [] 19 Submit every form and verify source record, authenticated email delivery, and success tracking.
- [] 20 For WooCommerce, test payment, shipping, tax, stock, email, coupon, and refund behavior.

LAUNCH + AFTERCARE

- [] 21 Verify certificate coverage and one-hop redirects to the preferred HTTPS hostname.
- [] 22 After cutover, test homepage, key landing page, form, login, checkout, and 404.
- [] 23 Verify indexability, canonical host, analytics, consent, mail, SSL, and DNS externally.
- [] 24 Within 24 hours, reconcile analytics against real form or order records and review error logs.
- [] 25 Within 7 days, re-crawl, review indexing and field performance, and complete client handoff.

THE LAUNCH RULE

An unresolved critical item blocks launch unless the accountable client owner accepts the specific risk in writing.

Need the full operating system? The Relaymark Website Launch System adds 125 detailed checks, expected results, common failures, quick fixes, an editable workbook, printable runbooks, troubleshooting trees, client emails, and a project timeline.