

# Website Launch Checklist

Use this checklist before going live with any new or redesigned website. Work through each section in order — skipping steps is how launch-day surprises happen.

## 1. CONTENT & COPY

- All placeholder text ("Lorem ipsum") has been replaced
- Service descriptions are clear, benefit-focused, and complete
- Pricing is current — or a clear CTA to inquire is in place
- About page reflects your current bio and photo
- Contact information is accurate: phone, email, address (if applicable)
- Business hours are correct
- All team member photos and bios are up to date
- Testimonials are real, attributed, and approved to use
- Legal pages are live: Privacy Policy, Terms of Use

*Required for GDPR/CCPA compliance and most ad platforms*

## 2. DESIGN & USER EXPERIENCE

- Site displays correctly on desktop, tablet, and mobile
- All fonts load correctly — no fallback system fonts showing
- Brand colors are consistent across all pages
- All images are high quality and properly sized (not stretched or pixelated)
- No broken layout sections or overlapping elements
- Navigation menu works on all devices and all links are correct
- Footer is complete: logo, nav links, copyright year, contact info
- Favicon is set (the small icon in the browser tab)
- 404 error page is customized and has a link back to home
- Accessibility: sufficient color contrast, alt text on images, keyboard-navigable

*Required for ADA compliance; also a ranking factor*

## 3. FORMS & FUNCTIONALITY

- All contact forms have been tested — submissions arrive in your inbox
- Form confirmation messages are set and informative
- Booking or scheduling links work and show correct availability
- Any payment integrations have been tested with a real transaction
- Pop-ups or banners trigger correctly and can be dismissed
- Chat widget (if any) is connected and staffed or has auto-response set
- All external links open correctly — ideally in a new tab
- Video embeds play and are not set to autoplay with sound
- Blog or portfolio posts display correctly and are properly categorized

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## 4. SEO FOUNDATIONS

- Each page has a unique, keyword-relevant page title (50–60 characters)
- Each page has a unique meta description (140–160 characters)
- H1 heading exists on every page — and only one H1 per page
- Heading hierarchy is logical: H1 → H2 → H3 (no skipped levels)
- All images have descriptive alt text
- URL slugs are clean, lowercase, and keyword-relevant (no /page123)
- Internal links connect related pages and services
- Sitemap is submitted to Google Search Console

Use the [Google Search Console setup guide](#)

- Sitemap is submitted to Bing Webmaster Tools
- noindex tag is NOT accidentally enabled on any live page

Check: [Wix SEO > Page SEO > each page](#)

- Canonical tags are set correctly if you have duplicate or similar pages
- Google Business Profile is updated with the new site URL (if local business)
- Schema markup is in place for your business type (LocalBusiness, Service, etc.)

Ask your designer if you're unsure — this is a Velo/code-level task

## 5. SPEED & PERFORMANCE

- Images are compressed and appropriately sized before upload

Target under 300KB per image; use WebP format when possible

- No unnecessary apps or plugins enabled that slow the site
- Google PageSpeed score is 70+ on mobile (aim for 85+)

Test at [pagespeed.web.dev](https://pagespeed.web.dev)

- Largest Contentful Paint (LCP) is under 2.5 seconds
- No render-blocking scripts that delay page load

## 6. EMAIL, ANALYTICS & TRACKING

- Google Analytics 4 (or equivalent) is installed and tracking
- Google Search Console is verified and sitemap submitted
- Wix sender email is authenticated: SPF, DKIM, custom sending domain set

Use the [Wix Email Sender Optimization guide](#)

- Any email marketing platform is connected and test email received
- Conversion events are tracked: form submits, button clicks, bookings
- Facebook Pixel or other ad tracking is installed (if running ads)
- Cookie consent banner is enabled (required for GDPR)

## 7. SECURITY & BACKUP

- SSL certificate is active — URL shows https:// not http://
- HTTP redirects to HTTPS on all pages

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- Domain is registered and renewal is set to auto-renew

*Check your domain registrar — Wix, GoDaddy, Namecheap, etc.*

- Wix site backup has been taken before going live
- Login credentials are stored securely (use a password manager)
- Any team member access has been reviewed and limited appropriately

## 8. LAUNCH DAY

- Announce the launch on social media with a direct link
- Send a launch email to your existing contacts/list
- Post in relevant community groups (e.g. local business Facebook groups)
- Ask 3–5 trusted people to visit the site and report anything off
- Check the site on a phone you haven't tested on before
- Bookmark your Google Analytics and Search Console dashboards
- Set a 30-day reminder to check GSC for any crawl errors

**Need help with any of this?** Davidov Media Design offers full-service Wix Studio builds, SEO audits, and AI visibility optimization for service businesses. Reach out at [davidovmediadesign.com](https://davidovmediadesign.com) to talk through your project.