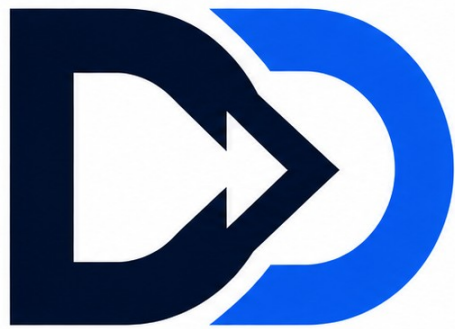




DDEV

— ENGINEERING GROWTH
THROUGH DESIGN, SOFTWARE & AI

SEO Launch Checklist

42 checkpoints before your website goes live

A practical pre-launch checklist covering technical SEO, on-page optimization, local SEO, and Google Search Console.

HOW TO USE THIS RESOURCE

Use this checklist as a structured final SEO review before launch or a major redesign. It helps teams identify common technical, content, local-search, and indexing issues before production release.

SEO readiness is not a ranking guarantee. Completing these checks does not guarantee indexing, traffic, rankings, or first-page placement.

01

Technical SEO

14 checkpoints

■ 1. HTTPS is enabled

Confirm the entire website loads over HTTPS and there are no important resources being loaded insecurely.

■ 2. HTTP redirects to HTTPS

Verify that HTTP URLs permanently redirect to their HTTPS equivalents.

■ 3. One canonical domain is established

Choose the preferred version of the domain and ensure alternative versions redirect consistently.

■ 4. Canonical URLs are configured

Important indexable pages should have an appropriate canonical URL so search engines understand the preferred version.

■ 5. XML sitemap is generated

Create an XML sitemap containing the canonical URLs that you want search engines to discover and crawl.

■ 6. Robots.txt is configured

Check that robots.txt does not accidentally block important pages, assets, or sections. It controls crawling, not guaranteed de-indexing.

■ 7. No accidental noindex directives

Check production pages for accidental noindex meta directives or equivalent HTTP headers.

■ 8. Important pages are crawlable

Google should be able to reach important pages through normal links and/or the sitemap.

■ 9. Internal links work correctly

Check navigation, footer links, CTA links, breadcrumbs, and contextual links for broken or incorrect URLs.

■ 10. 404 and redirect handling is configured

Test missing, deleted, and moved pages. Use appropriate permanent redirects when content has permanently moved.

■ 11. Mobile rendering works correctly

Test common mobile screen sizes and make sure important content and navigation remain accessible.

■ 12. Core Web Vitals are reviewed

Review LCP, INP, and CLS using real production measurements where available.

■ 13. Images are optimized

Verify dimensions, compression, modern formats where suitable, meaningful filenames, useful alt text, and appropriate lazy loading.

■ 14. JavaScript does not hide critical content

Make sure important text, links, navigation, metadata, and content remain discoverable when JavaScript is processed.

02

On-Page SEO

14 checkpoints

■ 15. Every important page has a unique title tag

Titles should clearly describe the page and naturally reflect its primary topic.

■ 16. Meta descriptions are written

Create useful, page-specific descriptions that explain what users will find on the page.

■ 17. One clear H1 exists

Each important page should have a clear primary heading that communicates the page's subject.

■ 18. Heading hierarchy is logical

Use a logical H1 → H2 → H3 structure. Do not choose headings purely for visual sizing.

■ 19. Search intent is clear

Identify the primary intent of each important page and make sure the content satisfies it.

■ 20. Primary keyword/topic is defined

Give each important page a clear primary topic rather than targeting many unrelated terms.

■ 21. Supporting topics are covered naturally

Include relevant concepts, terminology, questions, and subtopics that genuinely help the user. Avoid keyword stuffing.

■ 22. Content is original and useful

Review pages for thin, duplicated, placeholder, generic, or unnecessarily repetitive content.

■ 23. Service pages have enough useful detail

Explain what you provide, who it is for, what problem it solves, how the process works, and what the client can expect.

■ 24. Images have meaningful alt text

Write alt text where it provides useful information. Decorative images should not receive unnecessarily descriptive alt text.

■ 25. URLs are clean and descriptive

Prefer readable, stable URLs such as /services/web-development over opaque query-based URLs.

■ 26. Internal linking strategy is in place

Link related pages together using natural, descriptive anchor text and a clear site hierarchy.

■ 27. Open Graph and social metadata are configured

Important pages should have appropriate og:title, og:description, og:image, and og:url metadata.

■ 28. Structured data is reviewed

Where appropriate, implement valid structured data for relevant content and entities. Do not add schema simply for the sake of adding it.

■ 29. Business name is consistent

Use the same legitimate business name consistently across the website and relevant business profiles.

■ 30. Business address is consistent

Where applicable, make sure the business address is accurate and consistently represented.

■ 31. Phone number is consistent

Use a consistent primary business phone number across relevant listings and website pages.

■ 32. Google Business Profile is claimed

For eligible businesses, verify ownership and complete the Google Business Profile.

■ 33. Business categories are accurate

Choose the most appropriate primary category and relevant additional categories.

■ 34. Local landing pages are useful

If creating location-specific pages, provide genuine local value rather than duplicating content and replacing only the city name.

■ 35. Reviews and reputation process is established

Create a legitimate process for requesting and responding to reviews. Never buy, fabricate, or manipulate reviews.

■ 36. Google Search Console property is verified

Verify the correct domain or URL-prefix property in Google Search Console.

■ 37. XML sitemap is submitted

Submit the production sitemap through Search Console and confirm Google can access it.

■ 38. Homepage is inspected

Use URL Inspection to check the production homepage and confirm Google can access it.

■ 39. Important pages are inspected

Inspect the homepage, services, industries, portfolio/case studies, about, contact, and resources/blog pages.

■ 40. Production indexing is confirmed

Check that important pages are not accidentally noindex, blocked, inaccessible, behind authentication, or canonicalized incorrectly.

■ 41. Search Console monitoring is configured

Monitor impressions, clicks, CTR, queries, average position, indexed pages, indexing errors, and sitemap status after launch.

■ 42. Final SEO crawl is completed

Perform a final production crawl covering critical errors, broken links, noindex, canonicals, sitemap, robots.txt, titles, descriptions, headings, images, internal links, mobile UX, performance, analytics, and conversion tracking.

Final Launch Sign-Off

Before marking the website **SEO Ready**, confirm the following final checks have been completed.

■ Technical SEO complete	■ On-page SEO complete
■ Local SEO complete (where applicable)	■ Sitemap submitted
■ Robots.txt verified	■ Canonicals verified
■ Important pages indexable	■ Search Console verified
■ Production crawl completed	■ Analytics and conversion tracking verified
■ Mobile QA completed	■ Performance reviewed
■ Final stakeholder approval received	

DDEV RESOURCE & FAIR-USE NOTICE

This checklist is an original resource prepared by DDEV Web Solutions and forms part of the DDEV resource library. The DDEV name, branding, logo, layout, wording, and original checklist content remain the property of DDEV Web Solutions unless otherwise stated.

Fair use: This document may be referenced or used for legitimate educational, internal, review, or client-project purposes where such use qualifies as fair use or is otherwise permitted by applicable law. This notice does not grant a general license to reproduce, resell, rebrand, redistribute, or publish the document as your own. Commercial redistribution, substantial reproduction, modification, or white-label use requires written permission from DDEV Web Solutions.

SEO guidance changes over time. This checklist is provided as a practical pre-launch resource and should not be treated as a guarantee of search rankings, indexing, traffic, or business results.

DDEV Web Solutions • Engineering Growth Through Design, Software & AI
SEO Launch Checklist • Version 1.0 • Last updated: 09 August 2026