

Website Launch Checklist

The final production-readiness checklist for verifying deployment, hosting, DNS, functionality, analytics, SEO, security, backups, performance and post-launch monitoring before a website is made public.

Best for Developers, agencies & product teams	Format Printable checklist	Recommended use Before every production launch
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Launch principle: Do not launch because the website looks finished. Launch when the system has been verified — functional, secure, fast, search-ready, measurable, recoverable and approved.

01 — PROJECT & CONTENT READINESS

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| 1. Confirm final scope — Verify all agreed pages, features, integrations and functionality are implemented. | 2. Confirm production content — Ensure final copy, images, videos, documents and downloadable resources are approved. |
| 3. Remove placeholder content — Search for Lorem ipsum, dummy names, test email addresses, sample data and other temporary content. | 4. Verify branding — Check logo, colours, typography, favicon, imagery, buttons and footer information. |
| 5. Verify legal pages — Confirm Privacy Policy, Terms of Service, cookie information where applicable, and required legal notices are available. | |

02 — FUNCTIONAL QA

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| 7. Test every navigation link — Verify header, footer, CTA and internal links. | 8. Test every button — Confirm each CTA reaches the intended destination. |
| 9. Test contact forms — Verify validation, successful submission, confirmation, notification and data handling. | 10. Test email delivery — Confirm production enquiry emails reach the correct business mailbox. |
| 11. Test external integrations — Verify CRM, email, WhatsApp, calendar, payment, API and automation integrations. | 12. Test error states — Check invalid forms, failed API calls, network failures, empty states and unauthorized access. |

13. Test 404 handling — Confirm invalid URLs display a useful 404 page.

03 — RESPONSIVE & CROSS-BROWSER QA

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| 15. Test desktop layouts at common resolutions. | 16. Test tablet layouts, including navigation, cards, grids, typography, images and forms. |
| 17. Test mobile layouts, especially navigation, buttons, forms, overflow, wrapping, images and sticky elements. | 18. Test current Chrome, Edge, Safari and Firefox versions. |
| 19. Test touch interactions for buttons, dropdowns, accordions, carousels, forms and mobile navigation. | |
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04 — PERFORMANCE

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| 21. Run Lighthouse/PageSpeed checks for Performance, Accessibility, Best Practices and SEO. | 22. Optimise images — Compress images and use modern formats where practical. |
| 23. Check page weight — Review JavaScript, CSS, images, fonts and video size. | 24. Check loading behaviour — Ensure important content renders quickly and unnecessary scripts do not block rendering. |
| 25. Verify caching/CDN behaviour for static assets. | 26. Check Core Web Vitals — Review LCP, INP and CLS. |
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05 — SEO & SEARCH ENGINE READINESS

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| 27. Verify unique, relevant page titles. | 28. Verify useful meta descriptions on important pages. |
| 29. Verify logical heading structure. | 30. Verify canonical URLs point to preferred page versions. |
| 31. Generate and verify the production XML sitemap. | 32. Configure robots.txt so intended indexable pages are not blocked. |
| 33. Remove staging restrictions such as accidental noindex, password protection or development-only rules. | 34. Verify Open Graph metadata for social sharing. |
| 35. Verify relevant structured data such as Organisation, Local Business, Article, Product, Service or FAQ where applicable. | |
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06 — DOMAIN, DNS & HOSTING

37. Connect the production domain to the production application.

38. Verify HTTPS and confirm the SSL certificate is valid and covers required domains/subdomains.

39. Choose and enforce the preferred www/non-www canonical domain.

40. Review A, AAAA, CNAME, MX and TXT records as applicable; avoid disrupting business email.

41. Verify DNS propagation from multiple networks/locations after changes.

07 — SECURITY

43. Remove development secrets from repositories, frontend code, public files, logs and screenshots.

44. Verify production environment variables are configured through the hosting environment.

45. Review authentication and authorisation, including login, logout, password handling, sessions, roles and protected routes.

46. Review security headers where applicable, including Content Security Policy, HSTS, X-Content-Type-Options, Referrer-Policy and frame protections.

47. Check production dependencies for known vulnerabilities and remove unnecessary packages.

08 — DATABASE & BACKUPS

49. Verify the application uses the production database rather than a local/development database.

50. Verify all required production migrations have been applied.

51. Verify required seed/configuration data exists and remove test data where appropriate.

52. Configure backups for database and critical application data.

53. Test restoration so backups are proven recoverable.

09 — ANALYTICS & MONITORING

55. Configure production analytics and verify that it receives data.

56. Configure conversion tracking for meaningful actions such as form submissions, consultation bookings, phone/WhatsApp clicks, quote requests, demo requests or purchases.

57. Configure Google Search Console for the production property and submit the sitemap.

58. Configure error monitoring for JavaScript errors, API failures, server errors and application crashes where appropriate.

59. Configure uptime monitoring so the team is alerted when the production site is unavailable.

10 — FINAL PRODUCTION DEPLOYMENT

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| 61. Create and verify a clean production build. | 62. Review deployment logs for errors and warnings. |
| 63. Verify all production environment variables. | 64. Perform a production smoke test: Homepage → Navigation → Key pages → Forms → Integrations → Authentication → Database. |
| 65. Verify important redirects. | 66. Test production in a clean/incognito browser session. |
| 67. Obtain final product/project, content, technical and client approval where applicable. | |

11 — POST-LAUNCH VERIFICATION

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| 69. Monitor the website immediately after launch for 4xx/5xx errors, failed forms, broken images, API failures, redirects and performance issues. | 70. Verify analytics and conversion events after real production traffic begins. |
| 71. Review Search Console for crawl, indexing, sitemap and security issues. | 72. Re-test critical customer journeys from a real user's perspective. |
| 73. Document the production URL, hosting provider, DNS, repository, deployment process, environment configuration, database, backups, monitoring and responsible team members. | 74. Create a post-launch backlog and classify issues as Critical, High, Medium or Low. |

DDEV Launch Sign-Off

The responsible developer/project lead should confirm the following before marking the project LIVE.

Area	Status
Content	☐ Passed
Functional QA	☐ Passed
Responsive QA	☐ Passed
Browser QA	☐ Passed
Performance	☐ Passed
SEO	☐ Passed
Domain & DNS	☐ Passed
HTTPS / SSL	☐ Passed
Security	☐ Passed
Database	☐ Passed
Backups	☐ Verified
Analytics	☐ Verified
Monitoring	☐ Verified
Production smoke test	☐ Passed
Client/Product approval	☐ Approved

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