

Comprehensive Website Launch Checklist

Prepared by GooeyIT.com | August 04, 2025



Domain & Hosting Setup

- ☐ Domain name registered with auto-renewal enabled High

Ensure domain is registered for at least 2 years for SEO benefits

- ☐ DNS records properly configured (A, CNAME, MX, TXT) High

Include SPF, DKIM, and DMARC records for email authentication

- ☐ Hosting provider selected with 99.9% uptime SLA High

Consider cloud hosting with auto-scaling capabilities

- ☐ CDN (Content Delivery Network) configured Medium

Implement Cloudflare or AWS CloudFront for global performance

- ☐ Staging environment set up for testing Medium

Mirror production environment for accurate testing

- ☐ Load balancing configured for high traffic Low

Essential for enterprise-level websites



Security Configuration

- ☐ SSL certificate installed (minimum 256-bit encryption)

High

Use Let's Encrypt or premium wildcard certificate

- ☐ HTTPS enforced site-wide with HSTS headers

High

Add to HSTS preload list for maximum security

- ☐ Web Application Firewall (WAF) activated

High

Configure rules for SQL injection, XSS, and DDoS protection

- ☐ Security headers configured (CSP, X-Frame-Options, etc.)

High

Score A+ on securityheaders.com

- ☐ Regular security scanning scheduled

Medium

Weekly automated vulnerability scans

- ☐ Penetration testing completed

Medium

Professional security audit before launch



Technical Implementation

- ☐ CMS/Framework installed and updated to latest version High

WordPress, Drupal, or custom framework properly configured

- ☐ Database optimized with proper indexing High

Query optimization and caching implemented

- ☐ Version control system integrated (Git) High

CI/CD pipeline configured for deployments

- ☐ API rate limiting implemented Medium

Prevent abuse and ensure fair usage

- ☐ Error logging and monitoring configured High

Sentry or similar error tracking service

- ☐ Caching strategy implemented (Redis/Memcached) Medium

Page, object, and database query caching



Design & User Experience

- ☐ Mobile responsiveness tested on all devices High

Test on iOS, Android, tablets, and various screen sizes

- ☐ Cross-browser compatibility verified High

Chrome, Firefox, Safari, Edge, and mobile browsers

- ☐ Page load speed under 3 seconds High

Optimize images, minify code, enable compression

- ☐ Accessibility WCAG 2.1 AA compliant High

Screen reader compatible, keyboard navigation, proper contrast

- ☐ Progressive Web App (PWA) features Low

Offline functionality and app-like experience

- ☐ Dark mode option available Low

System preference detection and toggle



SEO & Marketing

- ☐ Meta titles and descriptions optimized for all pages High

Unique, keyword-rich, within character limits

- ☐ XML sitemap generated and submitted High

Submit to Google Search Console and Bing Webmaster

- ☐ Robots.txt properly configured High

Allow search engines, block sensitive directories

- ☐ Schema markup implemented Medium

Organization, LocalBusiness, Product schemas

- ☐ Open Graph and Twitter Card tags Medium

Enhanced social media sharing appearance

- ☐ Google Analytics 4 and Tag Manager High

E-commerce tracking, goal conversions, custom events



Testing & Quality Assurance

- ☐ All forms tested with validation High
Contact, newsletter, checkout forms functioning

- ☐ Email notifications working correctly High
Test transactional and marketing emails

- ☐ 404 error page customized Medium
Helpful navigation and search functionality

- ☐ Internal links checked for broken URLs High
Use tools like Screaming Frog or Ahrefs

- ☐ Payment gateway tested (if applicable) High
Test cards, multiple payment methods, refunds

- ☐ User acceptance testing completed Medium
Real users test critical user journeys



Monitoring & Backup

- ☐ Uptime monitoring configured (99.9% target) High

UptimeRobot, Pingdom, or StatusCake

- ☐ Automated daily backups scheduled High

Database and files, stored offsite, tested regularly

- ☐ Performance monitoring tools installed Medium

New Relic, DataDog, or Google PageSpeed Insights

- ☐ Security monitoring and alerts High

Intrusion detection, file integrity monitoring

- ☐ Log aggregation and analysis Low

ELK stack or cloud logging services

- ☐ Disaster recovery plan documented Medium

RTO/RPO defined, restore procedures tested



Legal & Compliance

☐ Privacy Policy and Terms of Service published High

GDPR, CCPA compliant, regularly updated

☐ Cookie consent banner implemented High

Granular consent options, preference center

☐ Copyright notices and disclaimers added Medium

Footer copyright, image attributions

☐ ADA compliance verified High

WCAG 2.1 Level AA standards met

☐ Data retention policies implemented Medium

Automated data purging, user data export

☐ Terms acceptance for user registration Medium

Checkbox confirmation, audit trail



Pro Tips for Launch Day

- Schedule launch during low-traffic hours
- Have technical team on standby for immediate issues
- Monitor server resources closely for first 48 hours
- Prepare rollback plan in case of critical issues
- Send launch announcement after confirming stability
- Document any issues encountered for future reference

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