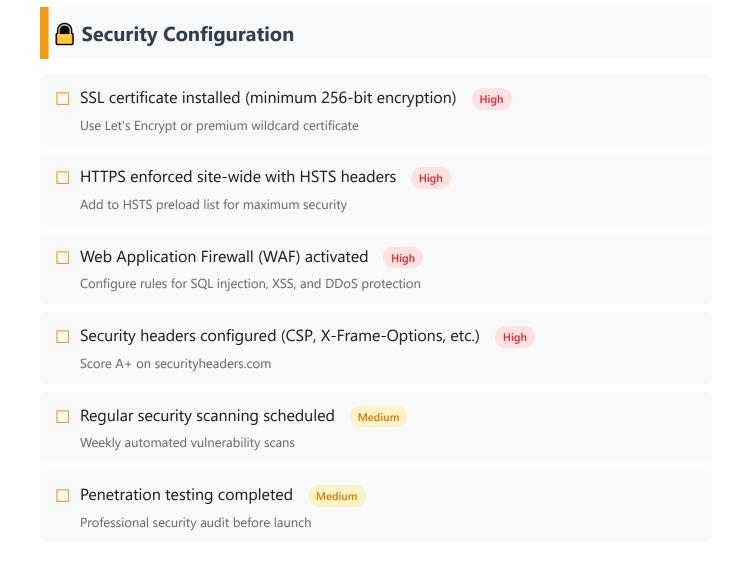


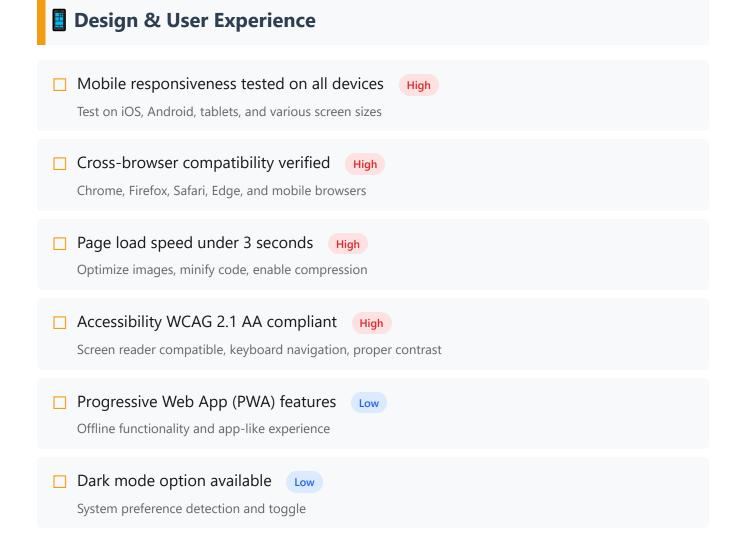
Comprehensive Website Launch Checklist

Prepared by GooeylT.com | August 04, 2025

Domain & Hosting Setup
Domain name registered with auto-renewal enabled Ensure domain is registered for at least 2 years for SEO benefits
□ DNS records properly configured (A, CNAME, MX, TXT) Include SPF, DKIM, and DMARC records for email authentication
☐ Hosting provider selected with 99.9% uptime SLA 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 Essential for enterprise-level websites



Technical Implementation
 CMS/Framework installed and updated to latest version WordPress, Drupal, or custom framework properly configured
☐ Database optimized with proper indexing Query optimization and caching implemented
☐ Version control system integrated (Git) High CI/CD pipeline configured for deployments
API rate limiting implemented Prevent abuse and ensure fair usage
☐ Error logging and monitoring configured Sentry or similar error tracking service
Caching strategy implemented (Redis/Memcached) Page, object, and database query caching





☐ Meta titles and descriptions optimized for all pages Unique, keyword-rich, within character limits
☐ XML sitemap generated and submitted 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 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 Test transactional and marketing emails
☐ 404 error page customized Medium Helpful navigation and search functionality
☐ Internal links checked for broken URLs Use tools like Screaming Frog or Ahrefs
Payment gateway tested (if applicable) 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 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 RTO/RPO defined, restore procedures tested

E Legal & Compliance
☐ Privacy Policy and Terms of Service published GDPR, CCPA compliant, regularly updated
Cookie consent banner implemented Granular consent options, preference center
Copyright notices and disclaimers added Footer copyright, image attributions Medium
☐ ADA compliance verified High WCAG 2.1 Level AA standards met
☐ Data retention policies implemented Automated data purging, user data export
☐ Terms acceptance for user registration

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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Version 2.0 | Last Updated: August 2025