

Launch Day Master Checklist

This practical roadmap ensures every critical technical and design element is verified before the website goes live to the public.

Before you start

1. Define the primary goal of the website to avoid feature creep.
2. Purchase a domain name that is short, memorable, and easy to spell.
3. Select a hosting provider or website builder based on current budget and technical ability.
4. Draw a rough flowchart of the site structure on paper.
5. Write the text for the Home, About, and Services pages in a separate document.
6. Collect high-quality images and rename the files to describe their content.

While you're working on it

1. Set the global color palette and font hierarchy before designing individual pages.
2. Use a minimal template to reduce visual clutter and improve loading times.
3. Verify that all contact information is visible on the header or footer of every page.
4. Compress all images using an optimization tool to ensure fast page loads.
5. Switch to mobile view in the editor and adjust text sizes and button placement.
6. Add internal links connecting the Services page to the Contact page.
7. Write unique title tags and meta descriptions for every published page.

Ongoing check-ins

1. Test the contact form by sending a dummy email to ensure delivery.
2. Browse the live site in an incognito window to spot caching errors.
3. Submit the sitemap to Google Search Console to speed up indexing.
4. Set a calendar reminder to renew the domain name and hosting plan.
5. Review the site on a mobile device once a month to ensure layout stability.