Website Launch Checklist

PRINTABLE WORKSHEET / WEBSITE PLANNING

Check visitor journeys, content, accessibility, URLs, forms, and publishing ownership.

Organization / workflow: _____

Owner / date: _____

01 Audience and action

Who is the website for? What should they understand and do after visiting?

02 Content and evidence

Which pages explain the offer? What approved work, photos, and reviews support it?

03 Publishing and connections

Who updates content? Which forms, analytics events, or integrations are required?

04 Launch and ownership

Who approves the release, monitors inquiries, maintains the site, and handles a problem?

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Readiness check

Mark what is understood. Record the evidence or decision still needed.

- [ ] Review important journeys on mobile, desktop, and keyboard.
- [ ] Check titles, headings, content, image alternatives, and contrast.
- [ ] Test form validation, success, failure, and duplicate submission.
- [ ] Review redirects, canonical URLs, crawl settings, and missing pages.
- [ ] Check media weight, loading, layout stability, and agreed performance targets.
- [ ] Confirm publishing access, contact routing, operating notes, and support.

The first useful next step

Use process descriptions and safe examples. Do not put credentials, private client records, or regulated information into this worksheet.

Bring the worksheet to a project conversation, or use it to frame the decisions with your own team.