FREE WEBSITE LAUNCH CHECKLIST

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DESIGN & CONTENT REVIEW

- [ ] Proofread all pages for spelling and grammar.
- [ ] Verify all images have Alt Text for SEO and accessibility.
- [ ] Remove all 'Lorem Ipsum' and placeholder content.
- [ ] Ensure custom Favicon is uploaded and appearing. Check
- [ ] that Heading hierarchy (H1, H2, H3) is logical.

TECHNICAL & FUNCTIONALITY

- [ ] Test all contact forms and verify email delivery.
- [ ] Check all internal and external links for 404 errors.
- [ ] Test site responsiveness on Mobile, Tablet, and Desktop.
- [ ] Verify SSL certificate is active (HTTPS).
- [ ] Test cross-browser compatibility (Chrome, Safari, Edge).

E-COMMERCE (WOOCOMMERCE/SHOPIFY)

- [ ] Test live/sandbox payment gateway transactions.
- [ ] Confirm shipping zones and tax calculations are accurate.
- [ ] Verify customer account creation and login functionality.
- [ ] Check automated email receipts and order confirmation flows.
- [ ] Test discount codes and coupon functionality.

PERFORMANCE & SECURITY

- [ ] Run PageSpeed Insights and optimize asset compression.
- [ ] Configure caching (WooCommerce) or check theme speed (Shopify).
- [ ] Establish an automated backup schedule (WooCommerce).
- [ ] Install security firewall or verify platform-level security.
- [ ] Check that URLs are clean/SEO-friendly (Permalinks).

SEO & ANALYTICS

- [ ] Ensure unique Meta Titles & Descriptions on all pages.
- [ ] Submit XML Sitemap to Google Search Console / Shopify Admin.
- [ ] Verify Google Analytics / Tracking Pixel is receiving data.
- [ ] Check 'Discourage search engines' setting is UNCHECKED.
- [ ] Test social media sharing (Open Graph) preview images.

LEGAL & FINAL HANDOVER

- [ ] Link Privacy Policy and Terms of Service (POPIA compliant).
- [ ] Update Copyright year in footer.
- [ ] Verify client logins and handover documentation.
- [ ] Provide link to Knowledge Base or training resources.

GROWTH TAKEAWAYS FOR OWNERS

- Launch is Just the Start: Maintenance ensures long-term success. Our Care plans handle the technical weight.
- UX Drives Results: Fast, mobile-friendly sites keep bounce rates low and conversions high.
- SEO & Security: Optimization and POPIA compliance are essential for visibility and trust.

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Disclaimer: This checklist serves as a general guide. While it covers essential best practices, every project is unique. For comprehensive results and deep-dive technical insights, a full professional technical SEO audit is recommended.