

Website launch checklist

What to check before, at and after launch, in the order that stops a launch losing traffic.

The item that costs the most when skipped: redirecting old URLs in one hop to a genuinely equivalent page. Sweeping them all to the homepage is the single most expensive launch mistake, and it is the most common.

Before launch

- ☐ Every page returns 200 and is reachable in three clicks
- ☐ One canonical hostname, HTTPS enforced
- ☐ Titles and meta descriptions unique on every page
- ☐ Analytics installed and firing once
- ☐ Conversion tracked as an event, and tested end to end
- ☐ Forms tested, and somebody receives them
- ☐ Usable on a mid-range phone on a slow connection
- ☐ Favicon, 404 page and Open Graph image in place

At launch

- ☐ XML sitemap submitted to Search Console and Bing
- ☐ robots.txt permits crawling of what matters
- ☐ Old URLs redirected in one hop, never to the homepage
- ☐ Redirect chains checked and removed

First week

- ☐ Search Console coverage checked for unexpected exclusions
- ☐ Core Web Vitals field data started
- ☐ A real conversion confirmed in the reporting
- ☐ Broken-link crawl run once more

Pages, and the job each does

Page	Its job	Where it goes wrong
Home	Say what you do, for whom, and the next step -- above the fold	A slogan instead of a specialism. "We grow brands" is what every agency site says.
Services	One page per service you actually want to sell	Listing eleven services signals you specialise in none.
Work / case studies	Proof with constraints and numbers	Logo walls without permission, or results without a baseline.

Pricing or "from" price	Filter enquiries before they reach a call	No price at all means every unqualified lead becomes a meeting.
About / team	Named humans with real credentials	Stock photography and a faceless "our team" paragraph.
Contact	One obvious route that works	A form nobody monitors is worse than an email address.
Resources	Something useful that earns links	A blog with three posts from 2022 actively signals abandonment.

Above the fold

- What you do, in the words a buyer would use
- Who it is for, specifically enough to exclude people
- One proof point, checkable
- One primary action, not three
- No carousel

A note on templates

This is a structure and a launch checklist, not a downloadable website theme or PSD. Anyone offering a free agency PSD is usually offering a licence problem -- and a template cannot make the positioning decisions that are the actual hard part of an agency site.