

Website Launch Checklist

The 30-point list Directive runs before flipping a new site live.

Launch day moves fast. Use this checklist to make sure nothing slips between staging and production — from SEO basics to legal pages and analytics.

Content & design

- Proofread every page for typos, broken sentences, and outdated copy.
- Confirm contact information, hours, and addresses are accurate sitewide.
- Verify all links (internal, external, and downloads) resolve.
- Check responsive layout on mobile, tablet, and desktop breakpoints.
- Ensure favicons, social share images, and brand colors render correctly.

SEO & analytics

- Set unique <title> and meta description for every public page.
- Add Open Graph and Twitter card metadata for shareable URLs.
- Generate and submit a sitemap.xml; verify Google Search Console coverage.
- Install web analytics (Google Analytics 4 or alternative) and confirm event tracking.
- Configure 301 redirects from any retired URLs to their new equivalents.

Performance, security & compliance

- Enable HTTPS sitewide and confirm the certificate auto-renews.
- Compress images and enable a CDN where appropriate.
- Run a Lighthouse / PageSpeed audit and address red-flag scores.
- Confirm GDPR/CCPA cookie banner and privacy policy are in place.
- Schedule automated daily backups of the database and uploads folder.

Need help putting any of this in motion? Call Directive Technology at (607) 433-2200 or visit directive.com to schedule a free consultation.