

Website and SEO launch checklist

Protect ownership, search visibility and enquiries before a new website or migration goes live – then keep watching the signals that matter for the first 30 days.

24	6	30
practical checks	launch areas	days to monitor

How to use it

Assign every check to a named person. Record evidence, not assumptions. If an item does not apply, document why. This checklist supports practical launch quality control; it is not legal, privacy or cybersecurity advice.

01 Ownership and access

Keep the business in control of the assets it is paying for.

☐	The domain is registered in the business owner's name and the renewal contact is current.	OWNER
☐		STATUS

☐	The business controls its DNS, website hosting, CMS, analytics and Search Console accounts.	OWNER
☐		STATUS

☐	Two-factor authentication is enabled and recovery details are stored securely.	OWNER
☐		STATUS

☐	A current backup exists and someone has tested how it would be restored.	OWNER
☐		STATUS

02 Pages, copy and customer journeys

Make sure the site answers the questions behind a real enquiry.

☐	Each priority service has a useful page written for one clear search and decision journey.	OWNER
☐		STATUS

☐	The main navigation reflects what customers need, not the company's internal structure.	OWNER
☐		STATUS

☐	Contact details, service areas, pricing context and trust evidence are accurate and easy to find.	OWNER
☐		STATUS

☐	Every important page has one obvious next step and uses descriptive link wording.	OWNER
☐		STATUS

03 Search foundations

Give search engines consistent, crawlable information.

☐	Every indexable page has one useful H1, a distinct title and an honest meta description.	OWNER
☐		STATUS

☐	Canonical URLs, XML sitemap entries and robots rules agree with the live page set.	OWNER
☐		STATUS

☐	Structured data describes the business and content without inventing reviews or claims.	OWNER
☐		STATUS

☐	Important pages are linked from relevant pages in the main content, not only the footer.	OWNER
☐		STATUS

04 Migration and redirects

Protect useful URLs and links when a site changes.

☐	The old and new URL inventories have been compared before launch.	OWNER
☐		STATUS

☐	Every valuable retired URL redirects once to its closest relevant live replacement.	OWNER
☐		STATUS

☐	Internal links point directly to final canonical URLs with no redirect hops.	OWNER
☐		STATUS

☐	Known backlink destinations and high-traffic landing pages have been checked manually.	OWNER
☐		STATUS

05 Measurement and enquiries

Prove the site works before traffic is sent to it.

☐

Analytics and Tag Manager load once, use the correct production properties and respect consent requirements.

OWNER

STATUS

☐

Forms, phone links, email links and bookings work on mobile and desktop.

OWNER

STATUS

☐

A real test enquiry reaches the right person and records the intended lead event.

OWNER

STATUS

☐

Spam controls, validation, thank-you states and privacy wording are in place.

OWNER

STATUS

06 Launch day and the first 30 days

Treat launch as a monitored transition, not a finish line.

☐

Crawl the production sitemap and confirm there are no broken internal links or accidental redirects.

OWNER

STATUS

☐

Inspect key pages and forms on current mobile and desktop browsers.

OWNER

STATUS

☐

Submit the sitemap, monitor indexing and review 404s, Core Web Vitals and lead events.

OWNER

STATUS

☐

Compare search visibility, landing-page engagement and enquiry quality after 7 and 30 days.

OWNER

STATUS

**Need an
experienced
launch review?**

Bring the proposed structure, redirects or tracking plan to a free Deepdive Session with Jayden.

loomdigital.com.au/contact/