

REVIEW. VERIFY. LAUNCH.

Forty-seven points before going live.
If they are not all checked, you do not launch.

A professional launch is
not a matter of luck. **It**
is a matter of process.

FORTY-SEVEN ITEMS

EIGHT SECTIONS

Before going live. No exceptions.

This checklist is forty-seven points spread across eight sections, from domain and hosting to legal and email deliverability. Do not publish until everything is checked. What you do not review before, you discover after, when it is already public.

Print this list or copy it into your management tool. Review item by item. If one does not apply to your project, cross it out with a note explaining why. A second pass twenty-four hours before launch is mandatory.

USE RULE

Keep evidence of every verification: screenshots, test URLs, receipts. Launching well is not reviewing once. It is reviewing twice with documented proof.

Eight sections. Forty-seven boxes.

Each box gets checked when the point is done and verified.
Not "almost". Not "in progress". Done.

I · DOMAIN AND HOSTING · 6 ITEMS

- Domain registered and DNS propagated.
- SSL certificate active and forcing HTTPS on every page.
- Redirect from www to non-www (or vice versa) configured.
- Custom error page for server outages.
- Automatic backups configured, daily minimum.
- CDN active for static assets.

II · DESIGN AND STRUCTURE · 8 ITEMS

- Responsive verified on real mobile, tablet, and desktop.
- Main navigation works on every page.
- All internal links work, no 404s.

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- Favicon configured, including apple-touch-icon.
 - Load speed under three seconds on mobile.
 - Images optimized in WebP or AVIF, with lazy loading.
 - Typography legible at all sizes, minimum sixteen pixels for body.
 - Color contrast meets WCAG AA.
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III · CONTENT · 7 ITEMS

- Copy reviewed, no typos or placeholders.
 - Value proposition clear within the first five seconds.
 - CTAs visible with specific text, not "click here".
 - "About" page complete.
 - Contact page with tested form.
 - Custom 404 page with navigation and search.
 - Content adapted to the target audience, no needless jargon.
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IV · SEO · 8 ITEMS

- Unique title tag per page, under sixty characters.
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- Unique meta description per page, under one hundred fifty-five characters.

 - Correct heading structure, one H1 per page.

 - Clean and descriptive URLs, no unnecessary parameters.

 - XML sitemap generated and submitted to Google Search Console.

 - robots.txt configured, no important pages blocked.

 - Canonical tags on duplicate or paginated content.

 - Schema markup implemented, minimum Organization, WebSite, BreadcrumbList.
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V · ANALYTICS AND TRACKING · 5 ITEMS

- Google Analytics 4 installed and receiving data.

 - Conversion events configured: forms, clicks, purchases.

 - Google Search Console verified and connected.

 - UTM parameters defined for launch campaigns.

 - Basic dashboard with traffic, conversions, sources.
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VI · LEGAL AND PRIVACY · 4 ITEMS

- Privacy policy published and linked from the footer.
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Legal notice and terms of use published.

Cookie banner functional per jurisdiction.

Forms with privacy-policy acceptance checkbox.

VII · SOCIAL MEDIA · 5 ITEMS

Open Graph tags configured on every page.

Twitter Card tags configured.

OG image at least 1200×630 with legible text.

Sharing tested manually on every network.

Social profiles linked from the site.

VIII · EMAIL · 4 ITEMS

Subscription form connected to email provider.

Automatic welcome email configured and tested.

Professional email address configured, not generic gmail.

SPF, DKIM, and DMARC configured for deliverability.

Three concrete moves.

- 01 **Print or duplicate the checklist today.** One copy for you, another for whoever reviews with you. If you launch solo, one for you today and one for you tomorrow.

- 02 **Mark what is already done.** Without diving in to complete it yet. Only audit the state. It gives you clarity on the real size of the remaining work.

- 03 **Schedule the twenty-four-hour pass.** The day before launch you do a second full pass. It is not optional.
