

— FOR BUSINESS OWNERS LAUNCHING OR REBUILDING A WEBSITE

The website **launch checklist.**

48 checks to run before and just after your site goes live: speed on a phone, security, Google, sharing, forms, content, ownership and the weeks after launch.

TIME

About two hours

FOR

Business owners, marketing leads

EDITION

October 2026

— HOW TO USE IT

Check it yourself, on your own phone.

A new website can look finished on the designer's screen and still lose visitors on the first day: a slow page on mobile data, a contact form that sends to nobody, a link shared on WhatsApp with no picture, a domain registered in someone else's name.

You don't need to be technical to run these checks. Most of them take a minute with your phone and a browser. Tick an item only when you have checked it yourself; when you can't check something, ask whoever built the site to show you, not just to confirm.

Before launch	Sections 1 to 7 on the finished site, ideally a few days before it goes live, so there is time to fix.
Launch day	Repeat sections 1, 2 and 5 on the live address: speed, security and every form.
After launch	Section 8 in the weeks that follow. Then count your ticks and write your three fixes at the end.

01 Speed on a phone

Most visitors will see your site on a phone, often on mobile data. Test it the way they will.

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- ☐ I opened the site on my own phone, on mobile data rather than Wi-Fi, and the main content appeared quickly.
 - ☐ I ran the site through Google PageSpeed Insights on mobile and read what it lists in red. pagespeed.web.dev is free. Read the advice, not only the score.
 - ☐ Photos are compressed and sized for the screen, in a modern format such as WebP. Uploading photos straight from a camera is the most common cause of slow pages.
 - ☐ Nothing jumps around while the page loads. Buttons that move just as you tap them make visitors leave.
 - ☐ There is no heavy video or slideshow that must load before the visitor can read anything.
 - ☐ Only the outside tools you actually use are installed: chat widgets, trackers, maps. Each one adds weight to every page.
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02 Security and HTTPS

The padlock in the address bar is the minimum. The rest protects your site after launch.

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- ☐ Every page opens with <https://> and the padlock, with no warning.
 - ☐ Typing the address with <http://> sends visitors to <https://> automatically.
 - ☐ The address with and without www leads to the same site. Pick one as the main address; the other should redirect to it.
 - ☐ The security certificate renews automatically, and someone is told if it fails.
 - ☐ Admin logins use strong, unique passwords and two-step sign-in.
 - ☐ A recent backup exists, and someone has tested that it can be restored. A backup that has never been restored is a hope, not a backup.
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03

Google basics

Google needs to be allowed in, and to understand what each page is about.

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- ☐ Each page has its own title and description, written for people, not stuffed with keywords.
 - ☐ Each page has one main heading that says what the page is about.
 - ☐ The site is not blocked from search engines.
A "noindex" setting left over from the test version is a common launch mistake. Ask to see it.
 - ☐ The site has a sitemap and a robots.txt file.
Try yoursite.com/sitemap.xml and yoursite.com/robots.txt.
 - ☐ The site is added to Google Search Console under your own account, and the sitemap is submitted.
 - ☐ If this replaces an old site, old page addresses redirect to the matching new pages.
Otherwise links from Google and other sites lead to "page not found".
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04

The preview when someone shares your link

Your link will be shared in WhatsApp, Facebook, LinkedIn and email. The preview is your first impression there.

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- ☐ I pasted the homepage link into WhatsApp and saw the right title, text and image.
 - ☐ Each important page has its own sharing title, description and image.
 - ☐ The sharing image is clear when small, and nothing important is cut off.
 - ☐ The site has an icon that shows in the browser tab and on phones.
 - ☐ Links to your social pages work and point to your current accounts.
 - ☐ Your Google Business Profile and social profiles link to the new site.
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05

Forms, calls and measurement

Every way to contact you must work, reach someone who reads it, and be counted.

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- ☐ I sent every form on the site myself, and the message arrived where someone reads it daily.
 - ☐ After sending, the visitor sees a clear confirmation and knows when to expect a reply.
 - ☐ The forms are protected against spam without making real visitors solve puzzles.
 - ☐ Tapping the phone number calls it, and the WhatsApp button opens a chat with the right number.
Test both on a phone, not on a computer.
 - ☐ Visits are measured, and I saw my own test visit appear.
 - ☐ Form sends, calls and WhatsApp clicks are counted, so we can see what the site brings in.
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06

Content and accessibility

Read the site as a visitor would, and ask someone who didn't write it to read it too.

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- ☐ No placeholder text, test pages or "coming soon" sections are left.
 - ☐ Someone other than the author has proofread every page.
 - ☐ Business name, address, phone number and opening hours are the same everywhere: site, Google profile, social pages.
 - ☐ Text is large enough and has enough contrast to read outdoors on a phone.
 - ☐ Every meaningful image has a short description for screen readers.
Also called alt text. It helps visually impaired visitors, and search engines.
 - ☐ Every language version is complete, and Arabic pages display right to left correctly.
Skip the Arabic part if your site has no Arabic version.
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07

Accounts and ownership

The site is yours only if the accounts behind it are. Check this before the final payment.

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- ☐ The domain name is registered in my company's name, and I can log in to the registrar.
 - ☐ Hosting is in my company's name, or I have written access and know how to move it.
 - ☐ I have an admin account on the site itself, with my own email.
 - ☐ Search Console, analytics and the Google Business Profile are owned by my account, with the agency invited as a user.
 - ☐ Renewal dates for the domain, hosting and paid tools are written down, with automatic renewal on.
 - ☐ I have the source files: design files, code or site export, logo and photos, and the licences for anything bought.
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08

The weeks after launch

Launch is a start. The first weeks show what works and what needs fixing.

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- ☐ On launch day, the site was checked on several phones and browsers.
 - ☐ The "page not found" page is helpful and links back to the main pages.
 - ☐ All links were checked for errors after launch.
 - ☐ Someone is alerted automatically if the site goes down.
 - ☐ A date is set, a few weeks after launch, to review Search Console and the measurements.
 - ☐ I know who updates the site, who fixes problems, and how quickly they reply.
Ideally a support plan with a written reply time.
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— YOUR SCORE

Count your ticks.

42–48

Ready to launch. Fix what is left, then keep section 8 on your calendar.

30–41

Close, with gaps. Fix anything in sections 2, 5 and 7 before launch; the rest can follow in the first weeks.

Under 30

Not ready yet. Start with sections 2, 5 and 7: security, working forms and accounts in your name.

This score is a checklist for your own site, not a ranking against other sites. What matters is the list of items left unticked.

Your three fixes before launch

FIX	WHO	DATE
1		
2		
3		



— CHECK IT IN A MINUTE

Let the free website check **run part of this list for you.**

Our free website check reads your site the way Google and your visitors do: Google's speed scores on mobile, HTTPS and the security certificate, titles and descriptions, the preview when someone shares your link, and broken links. One report in plain words, with what to fix first. No sign-up.

- Google PageSpeed scores on mobile
- HTTPS, redirects and the security certificate
- What Google sees: titles, descriptions, sitemap, indexing
- The sharing preview and links that don't work

Check my site

qafza.dev/en/website-check



Qafza designs, builds and looks after websites and software for businesses, and offers a free website check anyone can run.