UNION

Website go-live checklist

Everything to check before, during and after your new website launches

Before launch

12 checks

- [ ] Every page reviewed and signed off on staging
- [ ] Final copy and images added, with no placeholder text
- [ ] Access to your domain confirmed, so DNS changes can be made
- [ ] IT team or email manager contacted, so email isn't disrupted
- [ ] Hosting set up for the new site
- [ ] Redirect list made, mapping old site URLs to new ones
- [ ] If you use Google Maps, an API key in your own Google Cloud account, restricted to your domain
- [ ] Cookie consent banner set to block analytics, maps and videos until consent
- [ ] Privacy and cookie policy pages in place
- [ ] Spam protection on all forms, keys registered to the live domain
- [ ] Contact form recipients confirmed
- [ ] Access delegated to Search Console, Tag Manager and Analytics

On launch day

9 checks

- [ ] DNS updated to point at the new site
- [ ] SSL certificate active (padlock showing)
- [ ] Redirects from old pages live
- [ ] Broken link scan run, staging links fixed
- [ ] Test submission sent from every form
- [ ] Maps loading on the live domain
- [ ] Cookie banner tested: accept, reject, change your mind
- [ ] Email sending and receiving checked
- [ ] Site checked on mobile, tablet and desktop

In the first week

6 checks

- [ ] Sitemap submitted to Google Search Console
- [ ] Search Console checked for crawl errors and 404s
- [ ] Analytics confirmed as recording visits
- [ ] Site speed tested
- [ ] Backups confirmed as running
- [ ] Old hosting cancelled, once everything is checked

Planning a new website?
We'll handle every item on this list for you. Get in touch at union10design.co.uk