



Launch checklist

What to tick off before a site or app goes live

Most launch problems are not code. They are the domain nobody owns, the backup nobody tested and the error nobody sees. Walk through this list in the week before going live, not on the evening itself.

Domain and access

- ☐ Domain registered in your own name, not the builder's
- ☐ DNS access documented, and at least two people can reach it
- ☐ TLS certificate valid and set to renew automatically
- ☐ www and the bare domain both work, one redirecting to the other

Backups and rollback

- ☐ Backups run automatically, every day
- ☐ A restore has actually been tested, not just configured
- ☐ Rollback plan written down: who does what if the launch fails
- ☐ The previous version stays deployable for the first weeks

Legal and consent

- ☐ Privacy policy and terms published and dated
- ☐ Cookie consent appears before any non-essential trackers load
- ☐ Contact and company details (VAT number) are on the site
- ☐ Forms state what happens with the data people enter

Monitoring and errors

- ☐ Error monitoring alerts a person, not a dashboard nobody watches
- ☐ An uptime check tests the site from outside
- ☐ A test error was triggered and the alert actually arrived

Quality pass

- ☐ Performance checked on a mid-range phone over mobile data
- ☐ Keyboard navigation and contrast checked on the main flows
- ☐ Forms tested with wrong input, not only with correct input
- ☐ A 404 page exists and helps visitors onward instead of dead-ending
- ☐ Analytics events verified in the live tool, not only in the code

The first 48 hours

Who watches the systems during the first 48 hours

Their phone number, and who the backup person is

- ☐ Everyone knows how to reach the developer if something breaks
 - ☐ A moment is planned on day 2 to review errors and numbers
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Not every item applies to every project. Only strike one after you can explain out loud why it does not apply.