

WordPress Website Launch Checklist

491 checks across pre-launch, launch day, and the first 60 days. This is the standard operating procedure Parachute Design runs on every WordPress launch.

Section	Checks
Universal Pre-Launch	214
Same-Domain Launch	20
URL-Domain Migration	45
Multilingual Launch	57
Launch Day	44
Immediate Post-Launch	30
7-Day Review	19
30-Day Review	17
60-Day Review	17
Handoff	28
Total	491

Critical 208 · High 240 · Medium 43

Parachute Design Group Inc., Toronto

Custom WordPress design and development since 2003

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How to use this checklist

Work top to bottom. A launch is ready only when every Critical and High item is complete or explicitly marked not applicable, and the rollback plan is confirmed.

How to use the workbook

1. Duplicate the workbook for each project and rename the file with the client and launch date.
2. Start with Universal Pre-Launch. Add Same-Domain Launch, URL-Domain Migration, and Multilingual Launch when they apply.
3. Assign an Owner, set Priority, and change Status as work progresses. Use N/A only after confirming the task does not apply.
4. Put decisions, exceptions, dependencies, and ticket links in Notes. Put screenshots, test URLs, report links, or sign-off references in Verification / Evidence.
5. A launch is ready only when every Critical and High item is Complete or explicitly N/A and the rollback plan has been confirmed.
6. Use Launch Day as the live runbook, then complete the post-launch and handoff reviews on schedule.

Status values

- Not Started — work has not begun.
- In Progress — an owner is actively working on the item.
- Blocked — progress requires a decision, access, dependency, or fix.
- Ready for Review — execution is complete and evidence awaits review.
- Complete — verified and accepted.
- N/A — reviewed and intentionally excluded from this launch.

Priority values

- Critical — a failure can block launch, cause data loss, expose security or privacy risk, or materially harm search and conversions.
- High — required for a clean launch and should normally be complete before go-live.
- Medium — important quality or operational check that can be scheduled with an accepted exception.
- Low — useful optimization or housekeeping item.

Evidence examples

- Approval email or ticket
- Backup or snapshot ID and timestamp
- Test URL and expected result
- Screenshot or screen recording
- Crawler, accessibility, performance, or security report
- Analytics DebugView, Realtime, or tag preview reference
- DNS lookup, SSL test, or redirect test result
- Client acceptance or training attendance record

Operating rules

- Do not store passwords, API secrets, recovery codes, or personal data in this workbook.
- Use filters to isolate Blocked items, Critical and High priorities, owners, or launch types.
- Keep one authoritative copy during the launch window and record material decisions as they happen.
- If a completed task changes after verification, return it to In Progress and update the evidence.
- For migrations, retain redirects long term and monitor search performance beyond the 60-day review when risk remains.

Universal Pre-Launch

214 checks

Launch planning and approval

☐	Confirm final website, content, and functionality approvals	Critical
☐	Review outstanding issues and confirm there are no unresolved critical or high-priority bugs	Critical
☐	Document non-critical issues for post-launch	Critical
☐	Separate scope changes from launch-blocking issues	Critical
☐	Obtain formal client launch approval	Critical
☐	Confirm launch date, time, and low-traffic launch window	Critical
☐	Confirm development, project lead, and client contacts are available	Critical
☐	Verify hosting, DNS, registrar, Search Console, analytics, CRM, and integration access	Critical
☐	Identify the rollback decision-maker and launch communication channel	Critical
☐	Identify launch type and affected systems	Critical
☐	Prepare the written launch sequence and assign responsibilities	Critical
☐	Document expected downtime	Critical
☐	Agree rollback criteria and procedure	Critical
☐	Schedule the pre-launch backup	Critical
☐	Define the production freeze window and instruct editors not to change content	Critical

Production environment

☐	Configure production hosting and select the correct data centre	High
☐	Confirm supported PHP version, memory, and execution limits	High
☐	Configure the production database and store credentials securely	High
☐	Configure production environment variables and secrets	High
☐	Replace staging or test API keys with production keys	High
☐	Point webhooks and callbacks to production URLs	High
☐	Confirm WP_HOME and WP_SITEURL	High
☐	Confirm WordPress and server timezones	High
☐	Verify WordPress cron and any server cron jobs	High
☐	Remove temporary or debug cron jobs	High
☐	Review file permissions	High
☐	Verify SFTP or SSH and production admin access	High
☐	Enable production logging and confirm server error-log access	High
☐	Enable CDN, server caching, and object caching where appropriate	High
☐	Configure cache exclusions for dynamic pages and test cache purge	High

WordPress configuration

☐	Update WordPress core to the current supported release	High
☐	Update all plugins and the active theme	High
☐	Tag the custom theme or release	High
☐	Confirm the production branch and release tag; ensure the repository is clean	High
☐	Remove unused, development, migration, query, and debug plugins	High
☐	Remove unused themes where appropriate	High
☐	Disable WP_DEBUG and WP_DEBUG_DISPLAY	High
☐	Disable public PHP error display and review notices or warnings	High
☐	Disable the WordPress file editor	High
☐	Select and flush the correct permalink structure	High
☐	Remove sample posts, pages, comments, and unused defaults	High
☐	Review categories and taxonomies	High
☐	Confirm site title, tagline, admin email, and favicon	High
☐	Test login branding where provided	High
☐	Remove environment-specific admin notices	High

Production database and URLs

☐	Complete a database backup before replacement work	Critical
☐	Replace serialized staging URLs safely	Critical
☐	Confirm staging, development, and localhost references are absent	Critical
☐	Remove hard-coded staging links and image paths	Critical
☐	Confirm internal links and media use production URLs	Critical
☐	Confirm forms, APIs, canonicals, Open Graph, schema, sitemaps, and feeds use production URLs	Critical

Content QA

☐	Review every page and representative post	High
☐	Remove lorem ipsum, placeholder copy, test content, and duplicate test content	High
☐	Replace placeholder or broken images	High
☐	Verify PDFs, downloads, and other files	High
☐	Review draft, private, scheduled, and published content states	High
☐	Confirm publish dates and author information	High
☐	Verify phone numbers, email addresses, addresses, hours, and team details	High
☐	Confirm copyright year and legal entity name	High
☐	Review image dimensions and replace oversized source images	High
☐	Use appropriate modern image formats	High

☐	Review alt text, captions, decorative-image handling, and video thumbnails	High
☐	Test video embeds and download links	High
☐	Review PDF titles and filenames	High

Navigation and information architecture

☐	Test desktop, mobile, utility, and footer navigation	High
☐	Test dropdowns and mega menus	High
☐	Confirm active states and breadcrumbs	High
☐	Validate breadcrumb structured data	High
☐	Confirm the logo links to the homepage	High
☐	Test calls to action and destination URLs	High
☐	Test back, pagination, next, and previous controls where used	High
☐	Test archive, taxonomy, and related-content pages	High
☐	Test internal search, zero-results, filters, and sorting	High
☐	Test URL parameters	High
☐	Confirm empty categories and taxonomies are handled cleanly	High

Responsive and browser QA

☐	Test Chrome, Safari, Firefox, and Edge on desktop	High
☐	Test Safari on iPhone and Chrome on Android	High
☐	Test tablet, small mobile, and large desktop viewports	High
☐	Test portrait and landscape orientation	High
☐	Test high-resolution displays	High
☐	Test browser zoom and text resizing	High
☐	Test touch and hover interactions	High
☐	Test sticky headers, modals, accordions, tabs, sliders, carousels, and tooltips	High
☐	Test embedded video, maps, and tables	High
☐	Test long headlines, long names, very short pages, and very long pages	High

Forms and conversion paths

☐	Inventory every production form and conversion path	Critical
☐	Submit each form end to end with a real test	Critical
☐	Test required and optional fields	Critical
☐	Test field validation, error messages, and error focus	Critical
☐	Test conditional fields	Critical
☐	Test file uploads, size limits, and allowed types	Critical

☐	Verify spam protection and CAPTCHA	Critical
☐	Test consent fields and privacy links	Critical
☐	Verify confirmation screens and redirects	Critical
☐	Confirm visitor and internal notification emails arrive	Critical
☐	Confirm sender and reply-to addresses	Critical
☐	Verify CRM receipt and field mapping	Critical
☐	Verify marketing-platform receipt	Critical
☐	Confirm conversion events fire	Critical
☐	Verify UTM persistence and hidden fields	Critical
☐	Test duplicate-submission handling	Critical
☐	Test every form on mobile	Critical
☐	Test login and password reset where applicable	Critical

Transactional email

☐	Configure production SMTP or transactional email delivery	High
☐	Verify the sending domain	High
☐	Review SPF, DKIM, and DMARC	High
☐	Test delivery to Gmail and Microsoft or Outlook	High
☐	Test reply-to and bounce handling	High
☐	Ensure messages do not spoof the visitor's email address	High
☐	Confirm email templates use correct branding	High
☐	Confirm email links use production URLs	High

Accessibility

☐	Complete a full-site automated accessibility scan	High
☐	Resolve critical and serious violations	High
☐	Scan representative templates individually	High
☐	Test the site by keyboard only	High
☐	Confirm logical tab order and visible focus states	High
☐	Ensure focus is not hidden by sticky elements	High
☐	Test skip navigation	High
☐	Eliminate keyboard traps	High
☐	Test menus and modals with keyboard and focus management	High
☐	Review heading hierarchy and primary H1 use	High
☐	Review landmarks and meaningful link text	High
☐	Verify colour contrast and non-colour cues	High

☐	Verify form labels, instructions, required-field announcements, errors, and status messages	High
☐	Review image alt text and decorative-image handling	High
☐	Confirm video captions and audio alternatives	High
☐	Provide motion controls and respect reduced-motion preferences	High
☐	Test 200% zoom and narrow-viewport reflow	High
☐	Review touch target size	High
☐	Verify table headers	High
☐	Review PDFs separately where required	High
☐	Confirm page language is declared correctly	High

Technical SEO

☐	Disable WordPress 'Discourage search engines' on production	Critical
☐	Remove accidental noindex and nofollow directives	Critical
☐	Review robots.txt and bot access	Critical
☐	Confirm important pages return HTTP 200	Critical
☐	Confirm removed pages return the intended redirect, 404, or 410	Critical
☐	Check soft 404s	Critical
☐	Handle search and filter URLs appropriately	Critical
☐	Keep staging password protected or non-indexable	Critical
☐	Confirm every indexable page has a title tag	Critical
☐	Review priority titles, meta descriptions, H1s, and heading hierarchy	Critical
☐	Review URL cleanliness, duplicate titles, duplicate descriptions, duplicate content, and thin pages	Critical
☐	Review internal links and orphan pages	Critical
☐	Verify canonical tags use HTTPS and the production domain	Critical
☐	Ensure canonicals do not point to staging or redirected URLs	Critical
☐	Generate and validate the XML sitemap	Critical
☐	Exclude noindex, redirect, and 404 URLs from the sitemap	Critical
☐	Add the sitemap to robots.txt where appropriate	Critical
☐	Prepare sitemap submission in Search Console	Critical

Structured data and social sharing

☐	Validate Organization or LocalBusiness schema	Medium
☐	Validate applicable Service, Article, Person, BreadcrumbList, Product, Event, or JobPosting schema	Medium
☐	Confirm structured data uses production URLs and accurate company details	Medium
☐	Remove staging URLs and invalid or deprecated markup	Medium
☐	Review Open Graph title, description, and image	Medium

☐	Review Twitter or X card metadata	Medium
☐	Test LinkedIn and other relevant social sharing	Medium
☐	Configure a default sharing image	Medium
☐	Confirm social metadata uses production URLs	Medium
☐	Verify favicon and Apple touch icon	Medium

Analytics and measurement

☐	Confirm the correct GA4 property and web data stream	High
☐	Configure the production domain and verify pageviews in Realtime	High
☐	Configure and test key events	High
☐	Test form, phone, email, download, outbound-link, and video tracking as required	High
☐	Review internal-traffic exclusions	High
☐	Configure cross-domain measurement where required	High
☐	Review referral exclusions and preserve measurement continuity	High
☐	Confirm the correct GTM production container is published	High
☐	Remove staging or debug tags	High
☐	Complete GTM preview testing	High
☐	Check for duplicate GA4 tags and pixels	High
☐	Test trigger conditions	High
☐	Validate Google Ads, Meta, LinkedIn, Microsoft Ads, heatmap, CRM, and call-tracking integrations as applicable	High

Privacy, cookies, and consent

☐	Publish privacy, cookie, and terms pages where required	High
☐	Configure the consent banner and cookie categories	High
☐	Test reject, preference-centre, persistence, and later consent changes	High
☐	Confirm analytics and marketing tags respect consent	High
☐	Test consent state and Consent Initialization in GTM	High
☐	Confirm production configuration for the consent platform	High
☐	Scan cookies and review unknown cookies	High
☐	Review third-party embeds	High

Performance

☐	Test the homepage and representative interior, service, article, archive, form-heavy, and complex pages	High
☐	Review LCP, INP, and CLS	High
☐	Review server response time and render-blocking resources	High

☐	Optimize the hero or LCP image and avoid unnecessary lazy loading	High
☐	Lazy-load appropriate below-fold images	High
☐	Declare image dimensions and verify responsive srcset	High
☐	Optimize fonts and font loading	High
☐	Review unused and third-party scripts	High
☐	Review CSS and JavaScript delivery	High
☐	Check the browser console for JavaScript errors	High
☐	Confirm CDN, full-page cache, browser cache, and compression	High
☐	Review database performance	High
☐	Remove redirect chains and 404 assets	High

Security

☐	Complete vulnerability and malware scans	Critical
☐	Confirm WAF and DDoS protection	Critical
☐	Force HTTPS and validate SSL certificate and renewal	Critical
☐	Review TLS configuration and eliminate mixed content	Critical
☐	Review admin accounts and remove former users	Critical
☐	Apply least-privilege roles and unique administrator accounts	Critical
☐	Enforce strong passwords and enable 2FA where supported	Critical
☐	Review default or admin-style usernames	Critical
☐	Enable login and brute-force protection	Critical
☐	Review XML-RPC and REST API requirements	Critical
☐	Protect configuration files and API credentials	Critical
☐	Protect backup access	Critical
☐	Enable MFA on hosting, DNS, and registrar accounts	Critical

Backups and rollback

☐	Create a full production backup immediately before launch	Critical
☐	Create database and file backups or a hosting snapshot	Critical
☐	Document the backup timestamp	Critical
☐	Confirm the restoration procedure	Critical
☐	Retain the previous production site and database temporarily	Critical
☐	Record rollback DNS values and export the DNS zone	Critical
☐	Document rollback criteria, authority, and possible data loss	Critical

Same-Domain Launch

20 checks

Scope and continuity

☐	Confirm whether URLs and permalink patterns remain unchanged	Critical
☐	Confirm whether hosting changes while the domain remains the same	Critical
☐	Inventory pages or assets whose URLs will change	Critical
☐	Confirm the content-freeze and database-sync approach	Critical
☐	Record current DNS, CDN, SSL, email, and proxy settings	Critical

Deployment

☐	Create an immediate backup of the live site	Critical
☐	Confirm production database ownership and merge requirements	Critical
☐	Deploy code, theme, plugins, uploads, and database changes in the approved sequence	Critical
☐	Preserve live orders, form entries, memberships, comments, or other dynamic data	Critical
☐	Run a safe search-and-replace for staging URLs	Critical
☐	Flush permalinks and clear all cache layers	Critical
☐	Verify wp-config.php and production environment values	Critical
☐	Confirm scheduled tasks and webhooks point to production	Critical

Validation

☐	Confirm unchanged URLs still return HTTP 200	High
☐	Test intentionally changed URLs and redirects	High
☐	Verify logged-in and logged-out experiences	High
☐	Compare key templates with the approved staging build	High
☐	Confirm analytics continuity and no duplicate tracking	High
☐	Confirm Search Console ownership remains valid	High
☐	Confirm SSL, CDN, and email services remain unaffected	High

URL-Domain Migration

45 checks

Migration mapping

☐	Crawl and export the current live site	Critical
☐	Export indexed URLs from Search Console and analytics landing pages	Critical
☐	Include backlink and paid-campaign destination URLs	Critical
☐	Create a one-to-one old-to-new URL redirect map	Critical
☐	Map high-value PDFs, media, and downloadable files	Critical
☐	Identify deleted content and choose redirect, 404, or 410 outcomes	Critical
☐	Review query-string and parameter handling	Critical
☐	Avoid redirect chains and broad redirect-to-home rules	Critical
☐	Approve the final redirect map with SEO and project leads	Critical

Domain and DNS readiness

☐	Verify domain ownership and registrar access	Critical
☐	Export the complete DNS zone	Critical
☐	Document A, AAAA, CNAME, MX, TXT, SPF, DKIM, DMARC, verification, CAA, and DNSSEC records	Critical
☐	Lower TTL in advance where appropriate	Critical
☐	Confirm apex, www, and preferred hostname configuration	Critical
☐	Protect email records from accidental change	Critical
☐	Confirm Cloudflare or proxy settings and firewall rules	Critical
☐	Provision SSL for apex and www before cutover	Critical
☐	Record previous DNS values for rollback	Critical

Pre-cutover SEO

☐	Verify the new domain is not publicly indexable before launch	High
☐	Update internal links, canonicals, hreflang, schema, Open Graph, feeds, and sitemaps to the new domain	High
☐	Prepare robots.txt for the new domain	High
☐	Verify both old and new Search Console properties	High
☐	Create the new-domain sitemap	High
☐	Prepare Search Console Change of Address when applicable	High
☐	Update analytics domain and cross-domain settings	High
☐	Prepare updates for ad platforms, merchant feeds, CRM, social profiles, directories, and email templates	High

Cutover

☐	Freeze content and capture final dynamic data	Critical
☐	Take final backups of old and new environments	Critical
☐	Deploy the new production site	Critical
☐	Apply the approved redirect map at the correct layer	Critical
☐	Change DNS and verify propagation from multiple networks	Critical
☐	Verify SSL and HTTPS redirects	Critical
☐	Test old-domain and old-URL redirects	Critical
☐	Verify non-preferred host redirects in one hop	Critical
☐	Remove launch noindex rules on the new domain	Critical
☐	Submit the new sitemap	Critical
☐	Use Search Console Change of Address when applicable	Critical

Migration verification

☐	Crawl the new site and old URL set	High
☐	Confirm priority old URLs resolve to the correct new URL	High
☐	Check for redirect loops, chains, 404s, 5xx errors, and soft 404s	High
☐	Verify canonical and hreflang targets resolve successfully	High
☐	Verify analytics and conversions on the new domain	High
☐	Monitor server logs, Search Console coverage, indexing, rankings, traffic, and backlinks	High
☐	Keep redirects active long term	High
☐	Restore normal TTL after stability is confirmed	High

Multilingual Launch

57 checks

Multisite architecture

☐	Confirm the project uses WordPress Multisite for every language or locale	Critical
☐	Confirm WPML and all other language plugins are absent from the architecture and production build	Critical
☐	Define target languages, locales, and regions	Critical
☐	Choose the Multisite URL structure: subdirectories, subdomains, or mapped domains	Critical
☐	Define the primary network site and the site used for each language or locale	Critical
☐	Define default-language and fallback behaviour without cross-site content substitution	Critical
☐	Document network site IDs, domains or paths, locale codes, and ownership	Critical
☐	Confirm the hosting, SSL, DNS, CDN, and cache design supports every network site	Critical

Multisite network configuration

☐	Enable and validate WordPress Multisite in the production environment	Critical
☐	Create one network site for each approved language or locale	Critical
☐	Set each site's language, timezone, title, admin email, and permalink structure	Critical
☐	Configure mapped domains or paths and verify HTTPS for every site	Critical
☐	Apply the approved shared theme and codebase across the network	Critical
☐	Define which approved extensions are network-activated and which are site-specific	Critical
☐	Configure consistent post types, taxonomies, menus, widgets, options, and custom fields on each site	Critical
☐	Define the media duplication or shared-asset workflow across sites	Critical
☐	Configure cross-site equivalent-page mappings for the coded language switcher	Critical
☐	Configure localized forms, notifications, search, filters, archives, pagination, and feeds on each site	Critical
☐	Verify network administrators, site administrators, editors, and least-privilege roles	Critical
☐	Verify network cron, backups, caching, CDN behaviour, logging, and deployment across every site	Critical

Content and publishing workflow

☐	Confirm all priority pages are created and approved on the correct network site	High
☐	Assign per-site translation, localization, editorial, and approval owners	High
☐	Document how source-content changes are communicated and reproduced across sites	High
☐	Document URL slug and taxonomy rules for each site	High
☐	Localize navigation, footer content, forms, notifications, reusable components, and site settings	High
☐	Review localized phone, address, hours, currency, dates, units, and legal text	High
☐	Review text expansion, truncation, and right-to-left layout where applicable	High
☐	Define the media upload, duplication, alt-text, caption, and replacement workflow per site	High

☐	Prevent mixed-language content and links between unrelated site versions	High
☐	Define the publishing response when an equivalent page does not exist on another site	High

Language switcher and user experience

☐	Implement the language switcher as network-aware custom functionality	High
☐	Test the switcher on desktop, mobile, keyboard, and assistive technology	High
☐	Send users to the mapped equivalent page on the destination site when one exists	High
☐	Use the approved destination-site fallback when no equivalent page exists	High
☐	Ensure the switcher never exposes admin, preview, staging, or unpublished URLs	High
☐	Confirm user language choice persists appropriately without trapping users	High
☐	Ensure browser-language or geolocation prompts remain optional and reversible	High
☐	Verify each site's localized 404, search zero-results, login, and system pages	High

International SEO

☐	Set the correct HTML lang attribute on every network site	Critical
☐	Implement reciprocal hreflang annotations across equivalent pages on separate sites	Critical
☐	Use valid language and region codes	Critical
☐	Include an x-default where appropriate	Critical
☐	Ensure hreflang targets are canonical, indexable, and return HTTP 200	Critical
☐	Use self-referencing canonicals on each site's localized pages unless the approved strategy requires otherwise	Critical
☐	Avoid canonicals that collapse distinct language sites	Critical
☐	Generate an accurate XML sitemap for each site	Critical
☐	Submit each relevant site and sitemap in Search Console	Critical
☐	Review localized titles, descriptions, headings, structured data, and Open Graph metadata	Critical
☐	Avoid automatic redirects based only on IP address or browser language	Critical

Multisite QA

☐	Test representative templates on every network site	High
☐	Test forms, notifications, and email delivery from every site	High
☐	Test accessibility and keyboard navigation on every site	High
☐	Test analytics dimensions, hostnames, and localized conversion paths	High
☐	Crawl every network site independently	High
☐	Check missing localized content, mixed-language pages, broken links, and duplicate metadata	High
☐	Verify cross-site links, language-switcher mappings, canonicals, and hreflang as one system	High
☐	Verify backups and restore procedures cover the full network and individual-site recovery needs	High

Launch Day

44 checks

Go / no-go

☐	Open the launch communication channel	Critical
☐	Confirm all required team and client contacts are present	Critical
☐	Confirm client approval and production freeze	Critical
☐	Confirm critical checklist items are Complete or explicitly N/A	Critical
☐	Review known issues and rollback criteria	Critical
☐	Record the launch start time	Critical
☐	Take final database, files, and hosting backups	Critical
☐	Confirm monitoring and error logs are visible	Critical

Deployment

☐	Enable maintenance mode only if required	Critical
☐	Deploy the approved release to production	Critical
☐	Run required database migrations or safe URL replacements	Critical
☐	Update production environment variables, secrets, and API keys	Critical
☐	Flush permalinks	Critical
☐	Clear application, object, server, CDN, and browser caches	Critical
☐	Warm critical pages where appropriate	Critical
☐	Disable maintenance mode	Critical
☐	Record deployment completion time and release identifier	Critical

Infrastructure and domain

☐	Apply DNS changes when required	Critical
☐	Verify DNS resolution and propagation	Critical
☐	Verify apex, www, preferred hostname, HTTP-to-HTTPS, and SSL	Critical
☐	Confirm email DNS records remain intact	Critical
☐	Confirm CDN, proxy, WAF, and caching are active	Critical
☐	Confirm cron jobs, queues, and webhooks run	Critical

Live smoke test

☐	Load the homepage and priority landing pages logged out	Critical
☐	Load WordPress admin and verify authorized access	Critical
☐	Test desktop and mobile navigation	Critical
☐	Submit a primary form and verify all destinations	Critical

☐	Test search and a representative archive	Critical
☐	Test login, ecommerce, membership, or gated flows where applicable	Critical
☐	Check the browser console and server logs	Critical
☐	Verify images, CSS, JavaScript, fonts, PDFs, and downloads	Critical
☐	Verify no staging banners, basic authentication, or maintenance pages remain	Critical

Search and measurement

☐	Remove production noindex or blocking rules	Critical
☐	Verify robots.txt, canonicals, sitemap, and structured data	Critical
☐	Test redirects and old URLs when applicable	Critical
☐	Verify GA4 Realtime and GTM production mode	Critical
☐	Trigger and verify a primary conversion	Critical
☐	Submit the production sitemap	Critical
☐	Annotate the launch in reporting or project records	Critical

Close launch window

☐	Review critical monitoring, logs, and external uptime checks	High
☐	Confirm no rollback threshold has been met	High
☐	Obtain launch lead sign-off	High
☐	Notify the client that the launch is complete	High
☐	Document issues, owners, and next review time	High

Immediate Post-Launch

30 checks

First 24 hours

☐	Run an external uptime check	Critical
☐	Review hosting, PHP, application, and JavaScript errors	Critical
☐	Check 4xx and 5xx responses	Critical
☐	Verify SSL, CDN, cache, WAF, and backups	Critical
☐	Retest primary forms, transactional emails, and CRM delivery	Critical
☐	Verify GA4 Realtime, conversions, GTM, and advertising pixels	Critical
☐	Check Search Console property and sitemap status	Critical
☐	Crawl priority pages and redirect samples	Critical
☐	Confirm robots, noindex, canonical, hreflang, and structured-data output	Critical
☐	Review Core Web Vitals lab results on representative pages	Critical
☐	Check desktop and mobile rendering on live URLs	Critical
☐	Confirm scheduled tasks and integrations ran	Critical
☐	Review support messages and client-reported issues	Critical
☐	Triage issues by severity and record owners	Critical

24 to 72 hours

☐	Complete a full production crawl	High
☐	Compare crawl counts with the approved site inventory	High
☐	Review broken internal links, images, scripts, and stylesheets	High
☐	Review redirect chains, loops, and unexpected destinations	High
☐	Check new 404s and soft 404s	High
☐	Review indexability, canonicals, sitemaps, and hreflang	High
☐	Review server logs for bot and user errors	High
☐	Verify analytics traffic sources and referral behaviour	High
☐	Verify conversion counts against form or CRM records	High
☐	Review email delivery, bounces, and spam placement	High
☐	Review performance under real traffic	High
☐	Confirm cache exclusions on dynamic pages	High
☐	Verify daily automated backup completion	High
☐	Confirm client editors can log in and publish safely	High
☐	Remove temporary launch accounts, files, flags, and access rules	High
☐	Update the issue log and communicate material findings	High

7-Day Review

19 checks

Site health

☐	Review uptime, error rates, security events, and backup history	High
☐	Complete another crawl and compare with launch-day results	High
☐	Resolve priority 404s, redirect issues, and broken assets	High
☐	Review plugin, theme, and WordPress updates released since launch	High
☐	Review real-user performance and representative Core Web Vitals	High
☐	Confirm forms, integrations, cron jobs, and email continue to work	High

Search and analytics

☐	Review Search Console indexing, exclusions, crawl stats, and enhancements	High
☐	Confirm sitemap processing	High
☐	Review rankings and organic landing-page traffic for material anomalies	High
☐	Review analytics data quality, channel attribution, and self-referrals	High
☐	Reconcile key conversions with CRM or form records	High
☐	Review consent rates and tag behaviour	High

Content and client

☐	Review client feedback and support requests	Medium
☐	Fix launch-related content defects	Medium
☐	Confirm editor training questions are resolved	Medium
☐	Review multilingual coverage and hreflang errors where applicable	Medium
☐	Confirm redirect coverage for newly discovered legacy URLs	Medium
☐	Close resolved launch issues and reassign remaining work	Medium
☐	Send a seven-day launch health summary	Medium

30-Day Review

17 checks

Technical review

☐	Review 30-day uptime, errors, security events, and backup restoration readiness	High
☐	Review performance trends and Core Web Vitals field data where available	High
☐	Audit plugin, theme, and WordPress update status	High
☐	Review database size, cache performance, and scheduled tasks	High
☐	Complete a crawl and compare errors with the launch baseline	High

SEO and measurement

☐	Review indexing, coverage, crawl, and sitemap results	High
☐	Review organic traffic, rankings, landing pages, and conversions against the pre-launch baseline	High
☐	Review redirects and legacy URL hits	High
☐	Review backlinks or high-value referrals to old URLs	High
☐	Review analytics events, attribution, cross-domain tracking, and consent behaviour	High
☐	Reconcile primary conversions with business systems	High

Client and operations

☐	Review client feedback, support volume, and editor adoption	Medium
☐	Review content governance and publishing workflow	Medium
☐	Confirm training and documentation remain accurate	Medium
☐	Review outstanding enhancements separately from launch defects	Medium
☐	Hold the 30-day review and document decisions	Medium
☐	Confirm maintenance, support, and reporting owners	Medium

60-Day Review

17 checks

Stability and optimization

☐	Review 60-day uptime, errors, security, backups, and update history	High
☐	Review Core Web Vitals and performance opportunities	High
☐	Review recurring support issues and root causes	High
☐	Confirm all launch defects are closed or formally accepted	High
☐	Remove any temporary rollback infrastructure no longer required after approval	High

Search and outcomes

☐	Review indexing and search performance trends	Medium
☐	Review migration recovery where applicable	Medium
☐	Review conversion quality and funnel performance	Medium
☐	Review multilingual search visibility where applicable	Medium
☐	Confirm long-term redirects remain in place	Medium
☐	Document optimization opportunities as separate roadmap items	Medium

Closeout

☐	Hold the 60-day client review	Medium
☐	Confirm the site has moved to the agreed maintenance process	Medium
☐	Confirm ongoing analytics, SEO, security, and accessibility responsibilities	Medium
☐	Archive launch records, backups, approvals, and evidence	Medium
☐	Complete project retrospective and internal lessons learned	Medium
☐	Obtain final operational handoff acceptance	Medium

Handoff

28 checks

Access and ownership

☐	Transfer or confirm ownership of hosting, domain, DNS, CDN, SSL, analytics, Search Console, GTM, consent, email, CRM, and other third-party accounts	Critical
☐	Provide the approved access list and roles	Critical
☐	Remove temporary agency or contractor accounts that are no longer needed	Critical
☐	Confirm MFA and recovery contacts	Critical
☐	Store credentials in the agreed secure system; do not place passwords in this workbook	Critical

Documentation

☐	Provide architecture and hosting overview	High
☐	Document deployment, backup, restore, rollback, cache-purge, and update procedures	High
☐	Document custom theme, plugins, integrations, APIs, webhooks, and cron jobs	High
☐	Provide redirect map and migration records where applicable	High
☐	Provide multilingual configuration and translation workflow where applicable	High
☐	Provide analytics event and conversion definitions	High
☐	Provide consent and privacy configuration notes	High
☐	Provide known issues, accepted limitations, and maintenance recommendations	High

Training and support

☐	Deliver administrator and editor training	High
☐	Cover content editing, media, menus, forms, SEO fields, translations, and user management as applicable	High
☐	Provide recording or written training materials	High
☐	Confirm client can complete representative publishing tasks	High
☐	Confirm support contacts, hours, escalation path, and service levels	High
☐	Confirm warranty or post-launch support period	High
☐	Explain how feature requests are separated from defects	High

Final records

☐	Provide final production release identifier	Medium
☐	Provide final backup and confirm retention period	Medium
☐	Provide approved design and content references	Medium
☐	Export or archive the completed launch checklist and evidence	Medium
☐	Record 7-day, 30-day, and 60-day review outcomes	Medium

☐	Confirm outstanding items have owners and dates	Medium
☐	Obtain client handoff acceptance	Medium
☐	Archive the project according to agency policy	Medium