

Website LAUNCH

SEO Checklist



BEFORE YOU LAUNCH

Check Your High Traffic Pages

- Review Google Analytics for pages getting significant traffic
- Confirm all high traffic pages exist on new website
- Verify pages are at the exact same URLs
- Check no pages were accidentally removed or missed

Verify Page Structure

- Check H1 tags match old site
- Confirm title tags transferred correctly
- Review H2 tags and heading hierarchy
- Verify page content copied accurately
- Check meta descriptions transferred
- Confirm schema markup is in place

URL and Domain Checks

- Verify www prefix matches old site (keep consistent)
- Set up 301 redirects for any changed URLs

AFTER YOU LAUNCH

Internal Links Audit

- Run Screaming Frog crawl of entire site
- Check for broken internal links
- Verify no links pointing to staging site
- Fix any broken links immediately

Technical Tag Checks

- Check source code for no index tags
- Verify canonical tags are self referencing
- Review robots.txt file

Monitor Error Pages

- Check Google Analytics for 404 errors
- Look for spikes in 404s on previously existing pages
- Recreate or redirect any missing pages

Final Checks

- Test all contact forms submit correctly
- Verify emails are being received
- Run full Screaming Frog audit
- Check Ahrefs for any issues
- Review Search Console for problems