Technical SEO Pre-Launch Checklist

A practical, developer-friendly checklist to run before launching a new website, redesign, migration, or major website update.

Website: shrikantbodke.com **Use:** New websites, redesigns & migrations

How to use this checklist

Work through each section before launch. Mark an item complete only after you have tested it. For a redesign or migration, compare important old and new URLs before changing DNS or taking the old site offline.

1. Crawlability & Indexing

- ■ Important pages can be reached through normal HTML links.
- ■ No important page is accidentally blocked by robots.txt.
- ■ No important page has an unintended noindex directive.
- ■ Development, staging, test and preview pages are protected from indexing.
- ■ The site can be crawled without login barriers on public pages.

2. Robots.txt & XML Sitemap

- ■ robots.txt exists and has been reviewed.
- ■ robots.txt is not blocking CSS, JavaScript or other resources needed to understand pages.
- ■ XML sitemap is generated and contains the canonical URLs you want indexed.
- ■ Sitemap does not contain redirected, broken, noindex or duplicate URLs.
- ■ Sitemap URL is referenced from robots.txt where appropriate.

3. URLs, Redirects & Canonicals

- ■ URLs are descriptive, readable and consistent.
- ■ Hyphens are used to separate words in URLs.
- ■ HTTP redirects to HTTPS correctly.
- ■ www/non-www version is consistent.
- ■ Old URLs have one-to-one 301 redirects where a replacement exists.
- ■ Redirect chains and loops have been removed.

- ■ Canonical URLs are present and point to the preferred version.
- ■ Query parameters do not accidentally create large duplicate URL sets.

4. On-Page SEO

- ■ Every indexable page has a unique, descriptive title tag.
- ■ Meta descriptions are useful and unique where appropriate.
- ■ One clear primary H1 is used on important pages.
- ■ Heading hierarchy is logical and supports the page topic.
- ■ Important content is available as crawlable HTML text.
- ■ Images have descriptive alt text when alt text is appropriate.
- ■ Internal links use descriptive anchor text.

5. Mobile SEO & User Experience

- ■ Site is responsive across common screen sizes.
- ■ Navigation and important links work on mobile.
- ■ Text is readable without zooming.
- ■ Buttons and form controls are usable on touch screens.
- ■ No important content is hidden or missing on mobile.
- ■ Popups, banners and consent notices do not block key content or interactions.

6. Performance & Core Web Vitals

- ■ Key templates have been tested with PageSpeed Insights or an equivalent tool.
- ■ LCP is being monitored on important page templates.
- ■ INP is being monitored for interaction performance.
- ■ CLS is controlled and major layout shifts have been fixed.
- ■ Images are correctly sized and compressed.
- ■ Unused CSS and JavaScript have been reviewed.
- ■ Fonts and third-party scripts have been reviewed for performance impact.

7. Structured Data

- ■ Relevant structured data is implemented only where it accurately describes the page.
- ■ JSON-LD validates without critical errors.
- ■ Structured data matches visible page content.
- ■ Required properties for the chosen schema type are present.
- ■ Structured data has been checked using Google's supported testing tools.

8. Security & Technical Setup

- ■ HTTPS is active across the site.
- ■ Mixed-content warnings have been resolved.
- ■ CMS, plugins, themes and dependencies are updated where appropriate.
- ■ Admin and staging areas are protected.

■ Backups exist before launch.
■ Security headers and server configuration have been reviewed where relevant.
■ Forms are protected against obvious spam and abuse.

9. Analytics & Search Tools

- ■ Google Search Console property is verified.
- ■ XML sitemap is ready for submission.
- ■ Analytics tracking is installed and tested.
- ■ Conversion events and important form submissions are tracked.
- ■ Tag Manager or other marketing tags have been tested if used.
- ■ Tracking is not duplicated across templates.

10. Errors, Forms & Accessibility

- ■ Important URLs return the expected HTTP status codes.
- ■ Custom 404 page works and returns a real 404 status.
- ■ Broken internal links have been fixed.
- ■ Contact forms submit successfully.
- ■ Thank-you/confirmation flows work.
- ■ Keyboard navigation has been tested on important interactions.
- ■ Images, forms and controls have appropriate accessible labels or alternatives.

11. Final Pre-Launch & Post-Launch Checks

- ■ Full staging crawl/audit completed.
- ■ No placeholder text, test pages or developer comments remain.
- ■ Favicon, social sharing image and basic metadata are configured.
- ■ Open Graph/social metadata has been checked.
- ■ Backup of the final pre-launch version has been taken.
- ■ DNS/hosting configuration has been reviewed.
- ■ After launch, test the live site from an external connection.
- ■ After launch, inspect key URLs in Search Console.
- ■ Submit/update the XML sitemap.
- ■ Monitor crawl errors, indexing and performance during the first week.

Launch Readiness Scorecard

Give each area a score from 0 to 10 after completing the checks. Use the total to decide whether the site is ready for launch or needs another QA pass.

Area	Score / 10	Notes
Crawlability & Indexing	____ / 10	_____
Robots.txt & Sitemap	____ / 10	_____
URLs & Redirects	____ / 10	_____
On-Page SEO	____ / 10	_____
Mobile UX	____ / 10	_____
Performance & Core Web Vitals	____ / 10	_____
Structured Data	____ / 10	_____
Security	____ / 10	_____
Analytics & Search Console	____ / 10	_____
Errors, Forms & Accessibility	____ / 10	_____

Final Launch Decision

■ Ready to launch	■ Needs another QA pass	■ Do not launch yet

Need help with the technical SEO before launch?

Shrikant Bodke helps businesses build fast, SEO-ready websites with a focus on technical SEO, WordPress, WooCommerce and performance optimization.

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