FREE CHECKLIST · AAMIRTECHS

Small Business Website Launch Checklist

Everything to check before your new website meets the public, and in the week after it does.

Most launch disasters are not dramatic. They are a contact form sending to nobody, a page that looks broken on phones, or tracking that was never installed, discovered three months later. This list takes about an hour to run and catches all of them while they are still free to fix.

Content and pages

- [ ] Every page proofread out loud once
  Your ears catch what your eyes skip.
- [ ] No placeholder text, demo images, or lorem ipsum anywhere
- [ ] Services, prices or price guidance, and service area are accurate
- [ ] Real photos of your work, team, or premises where possible
  Stock photos are fine. Wrong stock photos are not.
- [ ] About page names real people and a real story
  Trust is the whole job of this page.

Contact paths (test every one yourself)

- [ ] Contact form submits and the message arrives in the right inbox
  Send a real test. Check the spam folder too.
- [ ] Phone numbers tap to call on mobile
- [ ] Email links open a mail client with the right address
- [ ] Chat widget, if any, reaches a human or says when one will reply
- [ ] Thank you page or confirmation message shows after every form

SEO basics

- [ ] Every page has a unique title and meta description
- [ ] One clear heading per page, services named the way customers search for them
- [ ] Images have alt text that describes them
- [ ] Old site URLs redirect to the new pages (301s)
  Skipping this is how redesigns destroy search traffic.
- [ ] XML sitemap generated and the site submitted to Google Search Console

- [ ] Google Business Profile updated with the new website address
  For local businesses this matters more than the sitemap.

Speed and mobile

- [ ] Run the homepage and one inner page through PageSpeed Insights
  Mobile scores are the ones that count.
- [ ] Click through the whole site on your own phone
  Menus, buttons, forms, and text size, all of it.
- [ ] Images compressed, nothing loading at several megabytes
- [ ] No page takes more than about three seconds to appear on a normal connection

Legal, privacy, and trust

- [ ] Privacy policy live and linked in the footer
- [ ] Terms page live if you sell or book online
- [ ] Cookie notice if your region requires it
- [ ] SSL padlock shows on every page, no mixed content warnings
- [ ] Business name, address, and registration details match your official records

Analytics and safety nets

- [ ] Analytics installed and recording your own test visit
- [ ] Search Console verified and receiving data
- [ ] Full backup taken the day before launch and stored off the site
- [ ] Admin accounts use strong passwords and two factor
- [ ] You know who to call when something breaks, before it breaks

Launch day and the first week

- [ ] Launch, then retest the contact form and checkout one last time on the live site
- [ ] Check Search Console daily for crawl errors in the first week
- [ ] Ask three real customers to use the site and report anything odd
  Fresh eyes find what teams go blind to.
- [ ] Put maintenance in place: updates, backups, monitoring
  Launch is the start of the site's life, not the end of the project.

Want a second pair of eyes before you launch?

We build and maintain small business websites on WordPress and WooCommerce, and we check every launch against this list. See aamirtechs.com/services/