

Website Launch SEO Checklist

A website launch SEO checklist makes sure a new site goes live crawlable and indexable, with staging blocks removed, canonicals and sitemaps on the production domain, redirects from legacy URLs, analytics installed, and Search Console verified.

20 checks · 16 sections · For: Developers, agencies, product teams

Site: _____ Checked by: _____ Date: _____

BEFORE LAUNCH

☐	Remove staging blocks	Staging noindex and password rules are removed for production	High
☐	Run pre-launch crawl	Staging crawl shows no critical errors	High

URLS

☐	Finalize URL structure	URLs are final and will not change after launch	High
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TITLES AND META

☐	Check titles	Every template outputs a unique title	High
☐	Check meta descriptions	Key pages have written descriptions	Medium

H1S

☐	Check H1s	Each page has one relevant H1	Medium
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CANONICALS

☐	Check canonicals	Canonicals use the production domain, not staging	High
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INTERNAL LINKS

☐	Check internal links	No links point to staging or broken URLs	High
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ROBOTS.TXT

☐	Publish production robots.txt	Disallow: / from staging is removed	High
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XML SITEMAP

☐	Generate sitemap	Sitemap uses production URLs and is submitted	High
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REDIRECTS

☐	Set up legacy redirects	Old URLs 301 to the new equivalents	High
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HTTPS

☐	Check HTTPS	SSL is valid and HTTP redirects to HTTPS	High
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STRUCTURED DATA

☐	Validate schema	Organization, breadcrumb and page schema validate	Medium
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ANALYTICS AND TRACKING			
☐	Install analytics	Analytics and tag manager fire on all templates	High
SEARCH CONSOLE			
☐	Verify Search Console	Property verified and sitemap submitted	High
AI CRAWLER ACCESSIBILITY			
☐	Check AI crawler rules	AI crawler access matches policy	Medium
LAUNCH DAY			
☐	Crawl production	Production crawl matches pre-launch crawl	High
☐	Spot check key pages	Homepage and money pages render and return 200	High
FIRST WEEK MONITORING			
☐	Monitor indexing	Search Console coverage trends upward	Medium
☐	Monitor 404s	New 404s are fixed or redirected	Medium

Common mistakes

- Leaving staging noindex or Disallow: / in production
- Canonical tags still pointing to the staging domain
- No redirects from the old site's URLs
- Launching without analytics or Search Console
- Not crawling production immediately after go live

When to run this checklist

- Two weeks before launch, on staging
- On launch day
- In the first week after launch
- When launching a new section or subdomain

SiteAuditLint workflow

Crawl, find, fix, re-crawl, compare, monitor. Run the same checks automatically at siteauditlint.com, free for up to 100 URLs per crawl.