Pre-Launch Checklist

Read this on your phone, with the real site open. Tick a line only after you have tried it.

Content

- [ ] No placeholder words such as lorem ipsum or coming soon on a page you are launching
- [ ] Every headline says what the visitor gets, not only what you are proud of
- [ ] Prices, hours, and the service area match what you tell people in person
- [ ] Spelling of your name, town, and phone number is checked twice

Actions

- [ ] The main action is visible without scrolling on a phone
- [ ] The phone link opens the dialer
- [ ] The form sends, and you received the test message
- [ ] Every button says what happens next

Pages and links

- [ ] Every menu link opens the right page
- [ ] There is no dead end: each page offers a next step
- [ ] A missing page shows a helpful not-found page, not a blank error

Phone, keyboard, and reading

- [ ] You can read it at arm's length on your phone
- [ ] Nothing slides sideways
- [ ] You can reach every link with the keyboard, and you can see where focus is
- [ ] Text on buttons and on the page meets the contrast you checked
- [ ] Photos have alt text, or an empty alt if they are only decoration

Speed and search basics

- [ ] Photos are compressed and not wider than they need to be
- [ ] The page has one clear title and one H1
- [ ] You looked at the page in PageSpeed Insights and noted the largest image

A real person

- [ ] Someone who does not know the business completed the main action without your help

Write what they hesitated on. Fix that before you announce the site.

What they hesitated on: