Shoaib Studio

The 15-point website launch checklist

Tick every box before your new website goes live.

Content

- [ ] **Every page has real content**
  No dummy text, placeholder images or "coming soon" sections.
- [ ] **Contact details are correct everywhere**
  Phone, email and address match your Google Business Profile.
- [ ] **Spelling and prices checked**
  By someone who didn't write them.

Function

- [ ] **Every form reaches the right inbox**
  Submit each one and check spam too.
- [ ] **Every button and link works**
  Run a broken-link checker.
- [ ] **Call and WhatsApp links work**
  Test on a real phone.

Mobile & speed

- [ ] **Tested on two real phones**
  An iPhone and an Android, not just a resized browser.
- [ ] **Lighthouse performance 90+**
  Large images are the usual culprit.

Search & tracking

- [ ] **Unique title and description per page**
  What people see in Google results.
- [ ] **Sitemap submitted**
  In Google Search Console.
- [ ] **Analytics installed**
  See visits and enquiries from day one.
- [ ] **Old URLs redirect to new ones**
  Keep your existing Google rankings.

Trust & legal

- [ ] **HTTPS active, no warnings**
  The padlock shows on every page.
- [ ] **Privacy policy published**
  Required if any form collects personal details.
- [ ] **Sharing preview looks right**
  Paste your link into WhatsApp and check the image and title.