



PORAJ SERVICES AUSTRALIA

Website Launch Checklist

A practical 30-point check before your website goes live.

Practical, plain-language tools for building better digital work.



How to use this checklist

Work through every item before changing your public domain. Mark each item Ready, Needs work, or Not applicable. Keep evidence such as screenshots, test emails, payment receipts, and owner sign-off.

Strategy and ownership

Status	Launch check	Owner / evidence
[]	1. The website has one primary purpose and one primary audience.	
[]	2. Every page has an owner responsible for keeping it current.	
[]	3. The main call to action is clear and consistent.	
[]	4. Claims, testimonials, prices, and service details are approved.	
[]	5. A launch date, rollback plan, and post-launch owner are agreed.	

Content and brand

Status	Launch check	Owner / evidence
[]	6. Business name, ABN details, address, phone, and email are correct.	
[]	7. Headings describe the page clearly and follow a logical order.	
[]	8. Spelling, grammar, tone, and Australian English are consistent.	
[]	9. Images are licensed, sharp, correctly cropped, and have useful alt text.	
[]	10. No placeholder text, test products, draft prices, or broken downloads remain.	

Navigation and functionality

Status	Launch check	Owner / evidence
[]	11. Header, footer, logo, menus, and every button work on desktop and mobile.	
[]	12. Forms show clear success and error messages and send to the right inbox.	
[]	13. Checkout, tax, receipts, cancellations, and test payments work end to end.	
[]	14. Sign-in, sign-out, password reset, and account permissions work as intended.	
[]	15. Search, filters, accordions, downloads, and external links have been tested.	

Accessibility and mobile

Status	Launch check	Owner / evidence
[]	16. The site is usable with a keyboard and has visible focus indicators.	
[]	17. Text and controls have sufficient colour contrast.	
[]	18. Form fields have labels and error messages are announced clearly.	
[]	19. Pages work at 200 percent zoom without hidden content.	
[]	20. Tap targets are practical and content does not overflow on small screens.	

Privacy, security, and compliance

Status	Launch check	Owner / evidence
[]	21. Privacy policy, terms, refund information, and consent wording are current.	
[]	22. Only necessary personal information is collected and access is restricted.	
[]	23. API keys and passwords are stored as secrets, not in website code.	
[]	24. Software dependencies, admin accounts, backups, and recovery access are reviewed.	
[]	25. Analytics, cookies, and marketing tools follow the required consent settings.	

Performance, search, and launch

Status	Launch check	Owner / evidence
[]	26. Pages load quickly on mobile and large files are compressed.	
[]	27. Each public page has a unique title, description, canonical URL, and social preview.	
[]	28. Sitemap, robots rules, redirects, and the preferred domain are correct.	
[]	29. 404 pages, old links, email delivery, SSL, and domain records are tested.	
[]	30. After launch, analytics, forms, payments, logs, and uptime are monitored.	

Launch decision

Ready items: _____ / 30 Needs work: _____ Not applicable: _____

Go-live approved by: _____ Date: _____

Next review date: _____ Rollback owner: _____

Pre-launch notes

Your result tells you what to do next

Count the items marked Needs work. This is not a pass-or-fail test - it is a practical way to prioritise the risks that matter before customers reach your site.

0-3	Finish and launch Close the remaining items, keep your evidence and complete one final mobile and payment test.
4-8	Run a focused readiness review Prioritise broken customer journeys, privacy, payments, accessibility and domain changes before polishing minor details.
9+	Plan a staged improvement Separate urgent launch blockers from work that can follow after launch, then assign clear owners and dates.

Poraj can help you convert more confidently when:

- Customers reach dead ends, unclear calls to action or broken forms.
- Your site needs trustworthy payments, privacy and mobile behaviour.
- You want design, build and launch support from one practical team.

Request a website readiness review

Share the number of items marked Needs work and the page causing the most concern. We will recommend the most useful next step. No obligation.

<https://www.porajservicesaustralia.com.au/contact.html>