

# Website Launch Checklist

---

Resource by [bradfarleigh.com](https://bradfarleigh.com)

## Pre-Launch Technical Setup

- Purchase and configure domain name
  - DNS Investigation and Analysis
    - Use Google DNS lookup tool ([toolbox.googleapps.com/apps/dig](https://toolbox.googleapps.com/apps/dig)) to:
      - Check A records
      - Look for existing subdomains
      - Check MX records
      - Verify TXT records
      - Document all discovered DNS entries
    - Cross-reference found subdomains with client's documentation
    - Check for legacy/forgotten subdomains
    - Verify SSL requirements for discovered subdomains
    - Document any email or service dependencies
  - Set up DNS records
    - Configure A records
    - Set up CNAME records
    - Configure MX records
    - Add TXT records for verification
  - Configure SSL certificate

- Set up domain email accounts
- Configure alias domains
  - List all variant domain names (e.g., .com.au, .net.au, .au)
  - Verify ABN/ACN eligibility for .au domains
  - Set up DNS records for all alias domains
  - Configure SSL certificates for alias domains
  - Implement 301 redirects from alias domains to primary domain
  - Handle www vs non-www versions
  - Set up redirects for common misspellings
  - Consider defensive registrations for similar .au domains
- Set up web hosting
  - Configure server settings
  - Set up staging environment
  - Install necessary security measures

## Website Development

- Complete all page content
  - Check for placeholder text
  - Proofread all content
  - Optimize images with alt text
- Cross-browser testing
  - Test on Chrome, Firefox, Safari, Edge
  - Test on mobile devices
  - Check responsive design breakpoints
- Performance optimization
  - Optimize image sizes
  - Enable caching

- Minify CSS, JavaScript, and HTML
- Test page load speeds

## URL Redirects and Migration

- URL redirect planning
  - Create comprehensive URL mapping spreadsheet
  - Map old URLs to new URLs
  - Identify high-traffic pages from analytics
  - Check for existing redirects that need to be updated
- Implement 301 redirects
  - Configure server-side redirects (.htaccess for Apache, web.config for IIS)
  - Test redirects before going live
  - Check for redirect chains and loops
  - Verify preservation of URL parameters if needed
- Post-migration redirect monitoring
  - Monitor 404 errors in Google Search Console
  - Set up custom alerts for broken URLs
  - Track redirect performance and load times
  - Document all implemented redirects for future reference

## SEO Setup

- Technical SEO
  - Create and submit XML sitemap
  - Set up robots.txt
  - Implement schema markup with Australian business identifiers
  - Check for canonical tags

- Set geographic targeting to Australia in Search Console
- Configure local business schema with Australian address format
  
- On-page SEO
  - Optimize meta titles and descriptions for Australian search terms
  - Implement header tags (H1, H2, etc.)
  - Add internal links
  - Optimize URL structure
  - Ensure Australian English spelling throughout content
  - Add location-specific content for Australian cities/regions
  - Include Australian business citations and directories

## **Analytics and Tracking**

- Google Analytics 4 Setup
  - Install GA4 tracking code
  - Event Planning and Implementation
    - Schedule client workshop for event planning
    - Document client's business objectives and KPIs
    - Map business objectives to specific trackable events
    - Create event tracking matrix with client sign-off
      - Define required events vs nice-to-have
      - Document event parameters and values
      - Specify event triggers and conditions
      - Map events to business goals
  - Document required custom events and parameters
  - Create event naming convention guide
  - Get client sign-off on event implementation plan
  - Map out enhanced measurement events

- Define conversion events
- Set up e-commerce events (if applicable)
- Create custom dimensions and metrics
- Set up audience definitions
  
- Configure GA4 Settings
  - Set up data streams
  - Configure user properties
  - Set up cross-domain tracking (if needed)
  - Define internal traffic filters
  - Set up IP filters for Australian office locations
  
- BigQuery Integration
  - Set up BigQuery project
  - Enable GA4 BigQuery export
  - Configure data retention settings
  - Set up BigQuery tables and views
  - Create custom SQL queries for client reporting needs
  - Set up automated exports to client's data warehouse (if required)
  - Configure BigQuery scheduling and partitioning
  - Set up cost monitoring for BigQuery usage
  - Document BigQuery schema for client reference
  - Create BigQuery access roles and permissions
  - Set up BigQuery alerting for data quality issues
  - Configure BigQuery export validation monitoring
  
- Google Ads Integration
  - Link GA4 with Google Ads account

- Import GA4 conversions to Google Ads
  - Map primary conversion events
  - Set up conversion value tracking
  - Configure conversion attribution settings
  
- Set up conversion value rules
  - Define value rules based on client objectives
  - Configure regional adjustments for Australian market
  
- Configure audience sharing
  - Set up predictive audiences
  - Create custom audiences based on GA4 events
  - Set up audience exclusions
  
- Set up remarketing lists
  - Create audience definitions
  - Set minimum list sizes
  - Configure audience refresh rates
  
- Enable auto-tagging
- Test cross-platform tracking
- Set up offline conversion imports (if applicable)
- Configure Google Ads Enhanced Conversions
- Set up automated bidding strategies based on GA4 data
- Create custom columns for GA4 metrics in Google Ads
  
- Data Studio/Looker Studio Setup
  - Create main reporting dashboard
  - Set up automated reports
  - Configure client access
  - Set up custom report schedules

- Google Search Console
  - Add and verify property
  - Submit sitemap
  - Set up international targeting for Australia
  - Link with GA4

- Additional Tracking Tools
  - Set up heat mapping tools (e.g., Hotjar)
  - Install Facebook Pixel (if needed)
  - Configure Google Tag Manager
    - Set up workspace
    - Configure trigger conditions
    - Set up tag sequencing
    - Create version control system

- Measurement Strategy Documentation
  - Create event naming convention document
  - Document KPI tracking methodology
  - Create tracking implementation guide
  - Document data collection points
  - Create QA testing plan for tracking

## Google Business Profile (formerly GMB)

- Create and verify GBP listing
  - Add accurate business information including ABN
  - Upload high-quality photos
  - Set business hours (in AEST/AEDT)
  - Add business description
  - Add service areas for Australian states/territories if applicable

- Optimize GBP profile
  - Choose relevant Australian business categories
  - Add products/services with AUD pricing
  - Set up messaging
  - Configure appointment booking (if applicable)
  - Add any state-specific business licenses or certifications

## Content and Marketing

- Content completeness
  - Blog posts launched
  - Resource pages completed
  - Downloads/lead magnets ready
- Social media integration
  - Set up social media profiles
  - Add social sharing buttons
  - Configure Open Graph tags

## Security and Compliance

- Security measures
  - Install SSL certificate
  - Set up firewall
  - Configure backup system
- Legal compliance
  - Add privacy policy compliant with Australian Privacy Principles
  - Include terms of service following Australian Consumer Law
  - Add cookie consent banner
  - Ensure compliance with ACMA Spam Act



- Display ABN/ACN prominently
- Add GST disclosure if applicable
- Ensure compliance with Australian accessibility standards
- Add dispute resolution information

## Analytics Quality Assurance

- GA4 Testing
  - Verify all custom events firing correctly
  - Test conversion tracking
  - Validate e-commerce data
  - Check real-time reporting
  - Verify BigQuery data export
  - Test audience triggers
  - Validate custom dimensions/metrics
- Advertising Integration Testing
  - Verify Google Ads conversion tracking
  - Test remarketing tags
  - Validate Enhanced Conversions setup
  - Check audience syncing
- Cross-Platform Verification
  - Test tracking across devices
  - Verify cross-domain tracking
  - Check data consistency across platforms

## Quality Assurance

- Functionality testing
  - Test all forms

- Check all links
- Verify email notifications
- Test checkout process (if applicable)
- Verify domain redirects
  - Test all alias domain redirects
  - Verify www vs non-www redirects
  - Check HTTPS enforcement
  - Test domain misspelling redirects
  - Verify redirect status codes (should be 301)
- Content review
  - Check for broken images
  - Verify correct formatting
  - Test downloadable files
- Mobile optimization
  - Test on various devices
  - Check touch targets
  - Verify mobile navigation

## Post-Launch

- Monitor analytics
  - Set up custom dashboards
  - Configure alerts
  - Monitor site speed
  - Check redirect performance
  - Monitor 404 errors
- Set up maintenance schedule
  - Regular backup checks

Security updates

Content updates

Marketing activation

Announce launch on social media

Send email announcements

Begin paid advertising (if planned)