Website Launch Checklist

A practical pre-launch checklist from the Revaal team — revaal.net

1. Performance

- [ ] All images compressed and served in WebP/AVIF
- [ ] Lazy-loading enabled for below-the-fold media
- [ ] Largest Contentful Paint under 2.5s on mobile
- [ ] CSS and JavaScript minified, unused code removed
- [ ] Browser caching and Gzip/Brotli compression enabled

2. SEO

- [ ] Unique title (50–60 chars) and meta description (≤160 chars) on every page
- [ ] One H1 per page, logical H2/H3 structure
- [ ] XML sitemap submitted to Google Search Console
- [ ] Canonical URLs and 301 redirects for old URLs
- [ ] Structured data (Organization, BreadcrumbList, Article) validated

3. Accessibility & UX

- [ ] Alt text on every meaningful image
- [ ] Colour contrast meets WCAG AA (4.5:1)
- [ ] All forms work with keyboard only
- [ ] Responsive layout tested at 360, 768, 1024 and 1440px

4. Security & Analytics

- [ ] HTTPS everywhere, HSTS enabled
- [ ] Login and forms rate-limited, CSRF protection on
- [ ] Daily database and file backups scheduled
- [ ] Google Analytics 4 and Search Console connected

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