

Launch checklist

Site or campaign _____

Date _____ Checked by _____

1. Can search engines get in?

- ☐ robots.txt on the live address does not say Disallow: / for all crawlers
- ☐ No leftover noindex tag from the build
- ☐ Every old page address redirects (301 or 308) to its new one, with no chains
- ☐ One version of the address: https, with or without www, others redirect
- ☐ Sitemap submitted in Google Search Console and Bing Webmaster Tools

2. Does it work for a real customer?

- ☐ A real enquiry sent through every form arrives (check spam too)
- ☐ Every phone number and email address works when tapped on a phone
- ☐ Menu, forms and booking checked on a phone
- ☐ A missing page shows a helpful not-found page
- ☐ Every menu and footer link goes somewhere live

3. Can you tell whether it is working?

- ☐ At least one key event (an enquiry) set up and tested in analytics
- ☐ Nothing that needs consent runs before the visitor agrees
- ☐ Last month's enquiries and their sources written down as a baseline

4. Does everything point at it?

- ☐ Google Business Profile website address updated
- ☐ Other listings, social profiles and email signatures updated
- ☐ Ads point to live pages
- ☐ Printed material and signs lead somewhere sensible

5. Legal basics

- ☐ Privacy notice matches what the site collects
- ☐ Limited company: registered number, registered office, where registered, and Ltd shown

6. If it is a campaign

- ☐ Landing page live and says what the ad promises
- ☐ Conversion tracking tested with a real enquiry before spending
- ☐ Daily budgets and end dates set
- ☐ Someone ready to answer enquiries quickly

7. After launch

- ☐ Day one: robots.txt checked again, test enquiry, Realtime report
- ☐ Week one: Search Console robots.txt and page indexing reports
- ☐ Month one: enquiries against the baseline; pages with visits but no enquiries

Check again on day one, after a week and after a month. The robots.txt and forms checks matter most.

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