

BEFORE YOU GO LIVE · FOR OWNERS AND DEVELOPERS

The pre-launch checklist

The worst time to find a broken form or missing analytics is the week after launch, when the traffic is real. This is the go / no-go list — the things that must be **true** before a site is allowed to go live.

CAN PEOPLE FIND IT AND TRUST IT?

- ☐ **Is analytics installed and firing on every page?**
Launch without it and the first weeks of real data are gone forever.
- ☐ **Is consent wired correctly — and analytics still working under it?**
A naive consent fix can silently kill your analytics. Confirm both: leak closed, data flowing.
- ☐ **Does the site have a real title and description on every key page?**
This is what shows in Google and when a link is shared. Blank or duplicated tags cost clicks.
- ☐ **Is there an XML sitemap, and is the site not accidentally blocked from search?**
A stray 'noindex' or robots rule from staging can hide a whole site from Google.

DOES IT ACTUALLY WORK?

- ☐ **Have all forms been submitted and confirmed to arrive?**
Test every form to a real inbox. This is the number one silent launch failure.
- ☐ **Does it hold up on a real phone, not just a desktop?**
Most visitors are on a phone. Check tap targets, menus, and load time on one.
- ☐ **Do the important pages load fast enough?**
A slow first impression is a lost visitor. Check the pages that matter most.
- ☐ **Is there a real 404 page, and do old URLs redirect?**
Broken old links should land somewhere useful, not a dead end that loses trust and rank.
- ☐ **Is HTTPS forced everywhere, with no mixed-content warnings?**
One insecure asset can flag the whole page as 'not secure' in the browser.

WHERE THIS LEADS

A launch checklist is a snapshot. The real audit goes deeper.

This list catches the obvious failures. But whether a site is actually winning — penalized, decaying, exposed, or losing to a competitor — needs a real read of the data behind it, not a checklist.

First Light is the deeper version of this page.

First Light is the discovery audit Daylit runs at the start of a relationship: twelve areas, from search and performance to hosting, security, and legal exposure, each measured with the evidence attached. It is where a checklist becomes a real diagnosis.

[See the services →](#)daylit.studio/process/services/