

# SITE LAUNCH SEO CHECKLIST

Date of Site Launch: \_\_\_\_\_

Client Name: \_\_\_\_\_  
 Web Site: \_\_\_\_\_

DATE & TIME  
COMPLETED

INITIALS

NOTES

## PRE-LAUNCH PHASE

- Check all links to confirm everything works
- Ensure no test content on site
- Confirm ALT tags/text populated, every page, every image
- Copy audit on interior pages
- Titles checked and optimized on all pages
- Descriptions checked and optimized on all pages
- Ensure <h1>s used, checked and optimized on all pages
- Make sure all "Thank You" pages are disallowed in Robots.txt

DATE & TIME COMPLETED	INITIALS	NOTES
_____	_____	.....
_____	_____	.....
_____	_____	.....
_____	_____	.....
_____	_____	.....
_____	_____	.....
_____	_____	.....
_____	_____	.....

## LAUNCH PHASE

- Discourage Search Engine Crawl Box = Unchecked

_____	_____	.....
_____	_____	.....

## POST-LAUNCH PHASE

- Confirm analytics connecting
- Google Webmaster S/U
- Google Webmaster sitemap submission
- Search engine submission (Google)
- 404 test, confirmed, fixed & printed (placed in client file)
- Make URL's Static: Images
- Make URL's Static: Links
- Google Webmaster verified
- Google Webmaster connected to analytics

_____	_____	.....
_____	_____	.....
_____	_____	.....
_____	_____	.....
_____	_____	.....
_____	_____	.....
_____	_____	.....
_____	_____	.....
_____	_____	.....

## GOOGLE ANALYTICS

- Create Goal(s) - if applicable
- Block Efferent IP
- Add Traffic Drop Alert - do this at launch, not before
- Grant relevant people full access to Google Analytics

_____	_____	.....
_____	_____	.....
_____	_____	.....
_____	_____	.....

## SEARCH CONSOLE

- Claim both versions of site (www and non www)
- Set Preference for preferred version (www or non www)
- Set target country to where you will do business
- Grant relevant people full access to Search Console

_____	_____	.....
_____	_____	.....
_____	_____	.....
_____	_____	.....

## BING WEBMASTER TOOLS

- Set up Account
- Submit Sitemap

_____	_____	.....
_____	_____	.....

