E-3 DESIGN

A free checklist from E-3 Design

Website launch checklist

Check a new website in three passes: the week before, launch day and the week after.

Last updated October 31, 2026

The latest version is always at e-3design.com/downloads

e-3design.com

814-399-4655

Last updated October 31, 2026. Each item links to the page on e-3design.com that explains it.

Check a new website in three passes. The week before: content signed off, forms tested, old addresses mapped, DNS saved and accounts in your name. Launch day: point the domain, confirm HTTPS, remove the staging noindex, test redirects and forms, submit the sitemap. The week after: watch Search Console, fix broken links and test email.

The short version

- **Week before:** sign-off, forms, a redirect map, saved DNS, logins, a tested backup.
- **Launch day:** domain, HTTPS, remove noindex, robots.txt, redirects, forms, analytics, sitemap.
- **Week after:** Search Console, broken links, phone speed, email, Google profile, monitoring.
- Launch early in the week, early in the day, when people are around to fix things.
- Don't change DNS records you don't understand. Email lives there too.

The week before

- [ ] **Written sign-off** on every page.
  e-3design.com/learn/planning-a-website/working-with-your-designer
- [ ] **Every form** sends to the right inbox, and the confirmation reaches the customer.
  e-3design.com/help/form-emails-spam-or-missing
- [ ] **Old addresses mapped** to new pages, if this site replaces an old one.
  e-3design.com/articles/website-redesign-without-losing-seo
- [ ] **DNS records saved.** Take a copy of every record before anything changes. Lowering the TTL a day ahead makes the switch quicker.
  e-3design.com/answers/change-dns-safely
- [ ] **Accounts in the business's name:** domain, hosting, analytics and Search Console.
  e-3design.com/learn/website-basics/website-handover-checklist
- [ ] **A backup**, and proof it can be restored.
  e-3design.com/learn/planning-a-website/launch-checklist
- [ ] **Privacy policy** and any cookie banner in place.
  e-3design.com/learn/privacy-cookies

Launch day

Work in this order.

- [ ] 1. **Point the domain** at the new host. Change only the website records; leave MX, SPF, DKIM and DMARC alone.
  e-3design.com/answers/change-dns-safely
- [ ] 2. **Check HTTPS.** Every page loads with the padlock, and http:// redirects to https://.
  e-3design.com/learn/website-basics/https-redirects-and-hsts

- [ ] 3. **Remove the staging noindex.** On WordPress, also check the setting that discourages search engines is off.
  e-3design.com/learn/planning-a-website/launch-checklist
- [ ] 4. **Check robots.txt.** It shouldn't block the whole site.
  e-3design.com/learn/planning-a-website/launch-checklist
- [ ] 5. **Test redirects** from a sample of old addresses, especially your top pages.
  e-3design.com/articles/website-redesign-without-losing-seo
- [ ] 6. **Test forms, phone links and booking** on a phone.
  e-3design.com/learn/website-basics/check-site-on-phones
- [ ] 7. **Check analytics** is recording visits.
  e-3design.com/learn/google-analytics/add-tag-to-website
- [ ] 8. **Submit the sitemap** in Search Console.
  e-3design.com/learn/search-console/submit-a-sitemap

The week after

- [ ] **Search Console:** look for crawl errors and pages not indexed.
  e-3design.com/learn/search-console/page-indexing-report
- [ ] **Broken links and 404s** from old addresses you missed. Add redirects.
  e-3design.com/learn/planning-a-website/launch-checklist
- [ ] **Speed on a real phone.**
  e-3design.com/learn/planning-a-website/speed-from-day-one
- [ ] **Email still works.** Send and receive a test, especially if DNS moved.
  e-3design.com/answers/change-dns-safely
- [ ] **Your Google Business Profile** points to the right page.
  e-3design.com/learn/google-business-profile/website-and-local-ranking
- [ ] **Monitoring and backups** are running.
  e-3design.com/learn/website-basics/uptime-monitoring-setup

If something breaks on launch day

What you see	What to check first
The site isn't loading	The DNS change, then wait for it to spread. See how long DNS changes take.
Email stopped	Compare DNS against your saved copy and restore the mail records.
Pages missing from Google after a few weeks	Noindex and robots.txt first. Google says it can take a few weeks to notice a new site.
A form isn't arriving	Test again, then check spam folders and the form's email settings.

The common mistakes

- **Launching on a Friday afternoon.** If something breaks, nobody is around.
- **The staging noindex left on.** Google keeps the site out of results until it's removed.
- **Deleting the old site immediately.** Keep a copy until the new one is settled.
- **DNS changes that touch email.** Copy everything first and change only what the website needs.
- **Forgetting printed addresses** on vans, cards and brochures. Redirect them.

The checks themselves take a few hours across the week. The DNS switch is minutes of work, plus waiting time.

Sources

1. Block search indexing with noindex (Google Search Central)
2. Introduction to robots.txt (Google Search Central)
3. Build and submit a sitemap (Google Search Central)
4. Get your website on Google (Google Search Central)

About E-3 Design

E-3 Design builds, hosts and looks after websites for small businesses. Larry Davis has been building on the web since 2000. Most of our clients are around Dayton, Ohio and Somerset and Johnstown, Pennsylvania, and we work with businesses anywhere.

What we do

- Websites and redesigns
- Website care: uptime monitoring, tested updates, daily backups and security alerts
- Hosting, with SSL included
- SEO and AI search, including Google Business Profiles
- Leads and follow-up

How we work

- Accounts we set up are in your business's name, with E-3 added as a user
- Domains we manage are registered to you
- Redesigns and speed fixes are tested on a staging copy first
- For redesigns and site moves, you approve the plan and the preview before launch
- We save your DNS records before changing them

Rather we did it for you?

Call E-3 on 814-399-4655, email support@e3help.me, or start with a free website check at e-3design.com/free-website-check. More free guides: e-3design.com/learn

This guide is general information, checked against the sources listed, not legal or financial advice. Services and screens change; the latest version of this document is at e-3design.com/downloads/website-launch-checklist. © 2026 E-3 Design.