

Website Launch Planning Checklist

BUILD SMARTER. LAUNCH FASTER.
GROW WITH CONFIDENCE.
LeetIndustries.com/resources/

01 PROJECT OVERVIEW

Business / Organization _____	Project Name _____	Primary Contact _____
Target Launch Date _____	Existing Website _____	New Domain _____

☐ Informational
 ☐ Ecommerce
 ☐ Portfolio
 ☐ Booking
 ☐ Membership
 ☐ Blog
 ☐ Other _____

Primary goal _____

02 DOMAIN + DNS

Domain Name _____	Domain Registrar _____
DNS Provider _____	Domain Renewal Date _____

☐ Domain registered
 ☐ Ownership verified
 ☐ Auto-renew enabled
☐ DNS access confirmed

04 BUSINESS EMAIL

Email Provider _____	Primary Business Email _____
Additional Mailboxes Needed _____	

☐ Google Workspace
 ☐ Microsoft 365
 ☐ Other _____
 ☐ SPF
 ☐ DKIM
☐ DMARC

06 CONTENT + BRAND ASSETS

☐ Logo available	☐ Brand colors available
☐ Fonts selected	☐ Photography available
☐ Written copy available	☐ Product data available
☐ Legal policies available	☐ Favicon available

Asset folder / link _____

08 PRE-LAUNCH CHECK

☐ Mobile tested	☐ Desktop tested
☐ Contact forms tested	☐ Checkout tested
☐ Email notifications tested	☐ SSL active
☐ Favicon installed	☐ Broken links checked
☐ Backups enabled	☐ Final approval received

03 WEBSITE PLATFORM + HOSTING

☐ Shopify
 ☐ WordPress
 ☐ Squarespace
 ☐ Wix
 ☐ Webflow
 ☐ Custom
☐ Other _____

Hosting Provider _____ Account Owner _____

Admin URL / Login Location _____

☐ Hosting active
 ☐ SSL available
 ☐ Backup plan confirmed

05 SITE SCOPE

Approx. pages _____	Approx. products _____
Required integrations _____	Forms / lead capture _____

☐ Payments
 ☐ Shipping
 ☐ Booking

☐ Home	☐ About
☐ Services	☐ Contact
☐ FAQ	☐ Privacy Policy
☐ Terms	☐ Shop / Products
☐ Blog	☐ Other _____

07 TRACKING + SEARCH

☐ Google Analytics	☐ Search Console
☐ Business Profile	☐ Meta Pixel
☐ Sitemap	☐ Basic on-page SEO
☐ Redirect plan	☐ Cookie consent

09 NOTES / NEXT ACTIONS
