

Website redesign launch checklist

Use this worksheet to assign the checks that are easy to lose between the old website, the new build and launch day. Keep an owner and evidence for each completed item.

Business / project: _____ Date: _____

Field	What to record	Your notes
Existing pages	Record current URLs and the pages or files they will become.	
Redirect decisions	Keep, replace or remove each URL deliberately.	
Content and ownership	Approve copy, images, accounts, domains and handover access.	
Inquiry delivery	Test errors as well as successful delivery to the right inbox.	
Mobile and keyboard checks	Complete important customer tasks at a small viewport and without a mouse.	
Launch review	Check canonical URLs, crawl instructions and essential live pages.	
Follow-up	Inspect indexing and reported errors after launch.	

Example launch checklist

Existing pages	/old-catalog and its linked product pages
Redirect decisions	301 redirect from /old-catalog to /products
Content and ownership	Catalog manager approves product descriptions and images
Inquiry delivery	Send a test inquiry; sales coordinator confirms receipt
Mobile and keyboard checks	Check inquiry form at 390px and with keyboard only
Launch review	Developer verifies redirect, destination and form after release
Follow-up	Site owner reviews broken links and inquiries after 7 days

How to use this

1. Complete the existing-page inventory before changing URLs.
2. Assign each check to the person who can verify it.
3. Keep preview environments out of search, then verify production crawl settings at release.
4. Retain the launch record and revisit it when search or inquiry problems appear.

A checklist reduces omissions; it cannot guarantee preservation of rankings. Inspect the specific website and its dependencies.

Editable versions and guidance: <https://1968labs.com/resources/website-redesign-checklist>

Implementation questions: hello@1968labs.com