

AI Website Launch Checklist

A practical final review for turning an AI-assisted draft into a clear, trustworthy, searchable website ready for real visitors.

01

Purpose and audience

Decide what the website must achieve before choosing tools or layouts.

- ☐ Write the primary goal in one sentence.
- ☐ Name the main audience and the problem they need solved.
- ☐ Choose one primary action: call, book, enquire, buy, subscribe, or read.
- ☐ List the evidence that will help visitors trust the site.

02

Pages and content

Build the smallest useful structure, then make every page answer a real question.

- ☐ Confirm the essential pages: Home, About, Services or Resources, and Contact.
- ☐ Give each page one clear purpose and one primary call to action.
- ☐ Use specific headings that describe the visitor's problem or desired outcome.
- ☐ Check names, services, phone numbers, email addresses, locations, and hours.

03

Design and mobile use

Keep the interface simple enough that visitors always know what to do next.

- ☐ Check the homepage on a real phone, not only a desktop preview.
- ☐ Make navigation labels short, familiar, and consistent.
- ☐ Keep important buttons large enough to tap comfortably.
- ☐ Compress images and provide useful alternative text.

04

Technical foundations

Confirm the website is secure, fast, and connected to the correct domain.

- ☐ Connect the final domain and confirm HTTPS is active.
- ☐ Test every menu item, button, form, email link, and phone link.
- ☐ Create a branded favicon and social sharing image.
- ☐ Confirm error pages and redirects do not leave visitors stranded.

Search, trust, and improvement

Complete these final phases before launch, then repeat phase 7 every week.

05

Search foundations

Give search engines clear, consistent information without overloading the page.

- ☐ Write a unique page title and meta description for every important page.
- ☐ Use one descriptive H1 heading per page.
- ☐ Set canonical URLs, robots rules, and an XML sitemap.
- ☐ Add internal links between related services, resources, and articles.

06

Trust and compliance

Make ownership, contact options, and data handling easy to understand.

- ☐ Show a real business or author identity and reliable contact details.
- ☐ Publish privacy, terms, disclaimer, or cookie information where relevant.
- ☐ Explain what happens after a visitor submits a form.
- ☐ Remove placeholder claims, fake testimonials, and unfinished signup forms.

07

Launch and improvement

Treat launch as the beginning of measurement, not the end of the project.

- ☐ Submit the sitemap and inspect priority pages in Google Search Console.
- ☐ Check analytics, search impressions, enquiries, and broken links weekly.
- ☐ Record the launch date and the first baseline numbers.
- ☐ Improve one important page or publish one useful resource at a time.

THE PRACTICAL RULE

A website is ready when a real visitor can understand it, trust it, use it, and find it.

Perfect design is optional. Clarity and usefulness are not.