MOBILE VIEWER / RELEASE TEMPLATE

Website Launch Checklist

Project _____ **Launch date** _____

Staging URL _____ **Production URL** _____

Approval owner _____

Mark Pass, Fail or N/A. Record an owner and evidence for launch blockers.

Hold launch or review rollback if:

- The main form reports success, but its submission never reaches the inbox or CRM.
- A key production page returns an error, points to staging or carries an unintended noindex directive.
- Visitors cannot complete the primary journey on a supported device or browser.

Before launch

Check and action	Pass condition	Status / owner / evidence
Content Open one page per template and compare contact details and offers with the approved copy.	The details match the approved source and no placeholder copy or assets remain.	
Links Follow the header and footer links, open a download and request a made-up URL.	Links and downloads reach their intended targets. The missing URL returns HTTP 404 and offers a way back.	
Forms Send a submission with a unique test ID. Check the destination inbox or CRM.	The visitor gets confirmation and the test ID arrives once in the correct destination.	
Key flows Complete the main signup, booking or checkout with a test account.	The visitor gets confirmation and the expected record appears in the system that processes it.	
Mobile layout Run the menu, primary action and form checks below on representative screen sizes.	Each applicable task can be completed and the expected state is shown.	
Accessibility Use Tab and Shift+Tab through the main flow, then zoom in and check the form and navigation.	Focus is visible, labels stay readable and controls remain reachable.	
Target browsers Repeat the primary touch flow on a real phone in a browser your audience uses.	The keyboard, sticky controls and dialogs allow the user to finish the task.	
SEO Inspect the declared canonical on a key template. For a migration, also test a mapped old path.	The canonical points to the intended production URL. A mapped path redirects to the equivalent page.	
Performance Repeat a cold load at the same mobile network setting as the approved baseline.	Time until the primary action is usable stays within the agreed budget. Late content does not move it as the visitor tries to tap.	

Blocker, viewport and retest notes

Website Launch Checklist

Project _____ Reviewer _____

At launch

Check and action	Pass condition	Status / owner / evidence
Production URL Open the site over HTTP and on an alternate hostname, if one is supported.	Both reach the intended HTTPS URL without a certificate error or redirect loop.	
Indexing Run URL Inspection's live test on the homepage and a priority page that should appear in search.	The live test can fetch the URL and indexing is allowed. The canonical points to the intended production URL.	
Live smoke test Run one production-safe test through the main journey. Check the destination record and analytics debug view.	The expected record arrives. With analytics consent granted, the success event fires once after completion.	
Rollback Find the last known-good release and confirm who can restore it.	The owner can identify the restore steps and the signal that triggers them.	

After launch

Check and action	Pass condition	Status / owner / evidence
Errors Review production error logs and high-traffic 404s after real visits arrive.	There is no new widespread error on a key route. Broken links from old URLs have an owner.	
Conversions Match a known enquiry or order with its destination record and success event.	The destination record exists and the event count matches the completed action.	
Search Submit the production sitemap and review priority URLs as Search Console data becomes available.	The sitemap can be read and priority URLs with an unexpected indexing issue have an owner.	
Sign-off Review every failed item and record the approval decision.	Blocking items are resolved. Accepted exceptions have an owner and a follow-up date.	

Mobile website testing

Check and action	Pass condition	Status / owner / evidence
Navigation Open the menu and follow the last link.	The last link is reachable and opens its destination. Closing the menu with the keyboard returns focus to its trigger.	
Primary action Select a product variant and open the cart.	The button is reachable and the cart shows the selected variant.	
Form Leave the email blank, submit, then correct the error and resubmit.	The error identifies the field, entered values are preserved and the corrected submission confirms success.	