Pre-launch checklist

Tick these in the two to four weeks before you announce. Mark an item only after you have checked it on the production site, not in a local demo.

34 checks across 6 sections. Two to four weeks before you announce.

Technical readiness

The host you will announce, plus proof you can see failures and restore data.

- ☐ 1 The domain you will share resolves to production, and the other host (www or the apex) redirects to that one origin.
- ☐ 2 HTTPS loads on that origin, the certificate is valid today, and it is set to renew on its own.
- ☐ 3 Product analytics shows a page view from a browser that is not signed in as you, in the production property.
- ☐ 4 Error monitoring shows a test exception you triggered on production, in the project you will watch on launch day.
- ☐ 5 You have a backup of the database and uploaded files, and you have either restored one backup or written down that there is no customer data to restore yet.
- ☐ 6 The homepage and the page where someone starts an account or pays are usable on a phone-width screen. You have noted which of those URLs is slowest.

Legal and admin

Pages a customer and a payment provider can open, matched to how you actually sell.

- ☐ 7 A privacy policy is linked from the footer and names what you collect, why you collect it, and which processors receive it.
- ☐ 8 Terms of use are linked from the footer and describe the product you are shipping.
- ☐ 9 A refund or cancellation policy is public, and checkout and the receipt state the same promise.
- ☐ 10 Your legal or trading name, a contact email, and where you keep formation and tax records are written down.
- ☐ 11 You know who handles sales tax or VAT for this launch: you, a tool, or an accountant. If none is due yet, that answer is written down too.
- ☐ 12 Non-essential cookies and ad pixels do not load, or a cookie notice matches the tags that do load.

Payments and onboarding

The money path and the first session, the way a stranger will hit them.

- ☐ 13 Production uses live payment keys. Test keys stay on local and preview environments.

- [ ] **14** A small purchase on the production origin produced a customer receipt. A provider test charge counts when it sends the same receipt a customer would get.
- [ ] **15** You refunded or voided that test charge, and the payment dashboard shows the refund.
- [ ] **16** A new person can create an account, complete email confirmation if you require it, and reach an empty state that states the next step.
- [ ] **17** Password reset or the magic link opens on the production domain from a normal mail client.
- [ ] **18** That first session does not require sample rows that exist only in a development database.

SEO and indexing basics

Host and template setup so the public site can be found. Not a content brief.

- [ ] **19** Your sitemap URL returns successfully and lists the public URLs you want found.
- [ ] **20** Google Search Console has the production property verified, and that sitemap is submitted there.
- [ ] **21** Each public page has its own title and meta description. None is still on a default framework title.
- [ ] **22** Open Graph and Twitter card tags point at an image that loads, and that image is at least 1200 by 630 pixels.
- [ ] **23** Production robots.txt allows your public pages and links the sitemap. You are submitting the production host, not a preview or staging host.

Support readiness

Who answers, how fast, and where you will say the site is down.

- [ ] **24** The contact address published on the site reaches a mailbox at least two people can open.
- [ ] **25** A first-response time is visible to customers, on the site, on the receipt, or in an auto-reply.
- [ ] **26** Billing failures and product bugs have separate notes, so a failed charge is not answered with a product how-to.
- [ ] **27** One person can pause new sales or roll the release back, and a second person can do it if the first is away.
- [ ] **28** You have chosen where an outage note will go: a status page, a pinned post, or the support auto-reply.

Launch-day go or no-go

Same-day gates. Announce only when each one is true.

- [ ] **29** Every link in the announcement points at the production origin, not a preview host.
- [ ] **30** A page view and a test error from the last hour both appeared in the tools you will watch.
- [ ] **31** A signup or a purchase from a device you do not use every day appears in the customer list.

- [ ] **32** Every policy link in the footer loads, and the refund sentence matches the receipt.
- [ ] **33** The pause-sales or rollback step is written where the on-call person can follow it without messaging you.
- [ ] **34** If any gate above is false, delay the announcement. Do not publish a made-up signup count or a customer quote to fill the gap.

What this list leaves out: positioning, launch emails, a content calendar, a metrics log, and page-level SEO briefs. Those live in paid packs. This list is the operational gate for the host, the policies, payments, indexing, support, and a same-day go or no-go.

When these checks pass, the launch week still needs a plan. The B2B SaaS Launch Kit is the paid pack for that work: docs, a seven-email sequence, a slide plan, and a carousel.

https://assetforgepacks.com/packs/b2b-saas-launch-kit

A practical checklist for founders. It is not legal, tax, or security advice. https://assetforgepacks.com/free/pre-launch-checklist