

WEBFORLESS ACADEMY

Website Launch Workbook

Coordinate migration, deployment and post-launch verification

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Before launch

- Freeze priority content and redirect map.
- Complete responsive and keyboard QA.
- Test forms, notifications and integrations.
- Verify canonical, robots and sitemap settings.
- Create current backups and rollback steps.

Notes

Launch window

- Record DNS changes and timestamps.
- Deploy using the documented process.
- Test old priority URLs and redirects.
- Submit forms from production.
- Verify analytics and consent behaviour.

Notes

After launch

- Monitor uptime, logs and errors.
- Review indexation and crawl signals.
- Compare performance and conversions.
- Triage user feedback and defects.
- Schedule deferred improvements.

Notes
