

Website Production Checklist

From Launch Day to Long-Term Maintenance

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VERSION 1.0



PROJECT TYPE:
Resource/ Checklist

AUDIENCE:
Designers, Developers, and
Content Teams

PURPOSE:
Ensure the website remains
fast, searchable, secure,
measurable, and useful long
after launch



PRODUCTION NOTE

Every item in this publication was
completed during the production launch of
adamthomasjanes.com.

Production tasks
completed during launch:

- ☐ Responsive HTML, CSS & JavaScript
- ☐ GitHub + Netlify deployment
- ☐ Google Analytics 4
- ☐ Microsoft Clarity
- ☐ Search Console
- ☐ Sitemap
- ☐ Accessibility review
- ☐ Lighthouse benchmark
- ☐ Social metadata validation
- ☐ Content Security Policy

"A website isn't finished
when it's published.
Publishing is simply the
beginning of production."

The launch confirms that the design, code,
and content work together.

The weeks that follow reveal whether the
website is truly dependable.

This checklist contains the production tasks
I complete after every launch to ensure a
website remains fast, searchable, secure,
measurable, and useful long after release.



01 VERIFY THE FOUNDATION

Purpose

Confirm the website is reachable, secure, and functioning exactly as expected before announcing it publicly.

Production Checklist

- ☐ HTTPS active
- ☐ Domain redirects correctly
- ☐ www/non-www redirect
- ☐ No mixed content
- ☐ Custom 404 page
- ☐ Favicon
- ☐ Mobile navigation
- ☐ Broken links
- ☐ Contact forms
- ☐ Download links
- ☐ Browser testing



PRODUCTION NOTE

Test everything like a first-time visitor. If you can't understand it or complete a task in under 30 seconds, your audience won't either.



FROM THE PRODUCTION DESK

Communication problems rarely begin in software. Photoshop and InDesign simply reveal planning decisions that were already made.

They begin before software opens. The same is true for websites.

Most launch problems aren't technical. They're planning problems that finally become visible.

SEE ALSO

02 SEARCH

03 ANALYTICS

04 PERFORMANCE

05 ACCESSIBILITY

06 CONTENT Q&A

07 SECURITY

GitHub



Commit



Netlify Build



Production



Search Console



Analytics

02 SEARCH

Purpose

Ensure search engines can discover and understand the site.

Checklist

- ☐ robots.txt
- ☐ sitemap.xml
- ☐ Search Console
- ☐ URL Inspection
- ☐ Index request
- ☐ Canonicals
- ☐ Structured data
- ☐ Open Graph
- ☐ Twitter Cards
- ☐ Page titles
- ☐ Meta descriptions



PRODUCTION NOTE

Google doesn't care when your website launched.

It only cares whether it's still healthy today.

03 ANALYTICS

Purpose

Measure whether communication is actually reaching people.

Production Verification

- ☐ Analytics Installed
- ☐ Events Firing
- ☐ Realtime Verified
- ☐ Search Console Connected

"Communication isn't finished when the website launches. It's finished when the audience understands."

04 PERFORMANCE

Purpose

Maintain an experience that feels immediate.

Checklist

- ☐ Lighthouse
- ☐ Accessibility
- ☐ Performance
- ☐ SEO
- ☐ Best Practices
- ☐ Compress images
- ☐ Lazy loading
- ☐ WebP
- ☐ Cache headers
- ☐ CSP



PRODUCTION NOTE

A successful launch isn't measured by publication.

It's measured by what still works six months later.

05 ACCESSIBILITY

Purpose

Design succeeds only when everyone can use it.

Checklist

- ☐ Heading order
- ☐ Keyboard navigation
- ☐ Focus indicators
- ☐ Color contrast
- ☐ Alt text
- ☐ Link descriptions
- ☐ Form labels
- ☐ Reduced motion



COMMON MISTAKE

Many designers stop after their Lighthouse score.

Real production starts after launch.

06 CONTENT QA

Purpose

A polished website is edited, not merely designed.

Checklist

- ☐ Proofreading
- ☐ Consistent capitalization
- ☐ Image captions
- ☐ Links
- ☐ Downloads
- ☐ Dates
- ☐ Copyright
- ☐ Contact info

08 MAINTENANCE

Purpose

Treat the website as a living publication rather than a finished file.

Checklist

- ☐ Monthly Lighthouse
- ☐ Quarterly link check
- ☐ Analytics review
- ☐ Update portfolio
- ☐ Refresh screenshots
- ☐ Renew domains
- ☐ Test forms
- ☐ Backup verification



PRODUCTION SNAPSHOT

Performance..... 100

Accessibility 97

Best Practices..... 77

SEO 100

Launch Benchmark

July 2026

07 SECURITY

Purpose

Protect visitors and reduce maintenance issues.

Checklist

- ☐ HTTPS
- ☐ Security headers
- ☐ CSP
- ☐ Permissions Policy
- ☐ Referrer Policy
- ☐ X-Frame-Options
- ☐ Updates
- ☐ Backups



DAY 01

Launch
HTTPS
Analytics
Deploy

WEEK 01

Search Console
Index Request
Fix broken links

WEEK 02

Accessibility QA
Performance tuning
Content edits

WEEK 03

Heatmaps
User behavior
Search terms

WEEK 04

Monthly review
Backup
Lighthouse
Documentation

A WEBSITE ISN'T A FILE



The biggest mistake I see isn't poor typography, weak color palettes, or outdated code. It's treating a website as something that gets "finished." A website isn't a PDF. It isn't a brochure. It isn't something you export once and forget. It's a communication product. Every visitor, browser update, search engine change, accessibility improvement, and content revision becomes part of the publication process. Launching a website is simply the first production deadline. Great communication isn't launched once. It's maintained continuously.

