

ShipCheckr

Pre-launch checks for indie sites and AI-built apps

Website Launch Checklist

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Use this checklist before sharing a new website, indie tool, or AI-built app.

Website**Launch date****Reviewer**

Live site basics

- Open the final production URL, not localhost or a preview deployment.
- Check the homepage, main navigation, footer links, and primary call to action.
- Confirm important pages load on desktop and phone-sized screens.
- Check https and the preferred www or non-www domain are consistent.
- Remove placeholder text, test content, preview banners, and unfinished launch copy.

Search visibility

- Open /sitemap.xml on the live domain and confirm public pages are listed.
- Open /robots.txt and check important public pages are not blocked.
- Submit the live sitemap in Google Search Console.
- Inspect the homepage and key pages in Search Console URL Inspection.
- Check public launch pages are not marked noindex.

Metadata

- Each important page has a specific meta title, not just Home or Untitled.
- Each important page has a useful meta description that matches the page.
- Canonical URLs point to the final production domain.
- Metadata does not mention staging, localhost, old domains, or unfinished features.
- Search snippets are clear enough for a non-technical visitor to understand.

Social sharing

- Open Graph title and description describe the page clearly.
- Open Graph URL uses the final public page URL.
- A social preview image is present for important launch pages.
- The preview image is public, relevant, and not a local or protected file.
- The shared preview does not make claims the page cannot support.

Trust pages

- Privacy, terms, contact, or support pages are linked where users expect them.
- Claims about features, pricing, security, or results are plain and supportable.
- Users can understand what happens before they sign up, pay, or enter data.
- Payment, account, or data-use expectations are not hidden in vague wording.
- Legal, security, and compliance questions are flagged for proper advice where needed.

AI-built app checks

- The site explains when users are interacting with AI or AI-generated output.
- AI permissions use clear verbs such as read, draft, edit, send, or delete.
- Low, medium, and high risk AI actions are separated instead of bundled together.
- Users confirm meaningful actions before AI sends, publishes, deletes, buys, or changes settings.
- Browser, Gmail, Calendar, file, repository, or workspace access is narrow and explained.

After launch

- Recheck sitemap, robots.txt, metadata, and social previews on the live domain.
 - Watch Search Console for sitemap fetch errors, blocked pages, and wrong canonicals.
 - Fix sitewide blockers before rewriting individual pages.
 - Retest after domain, redirect, framework, or metadata changes.
 - Keep notes on intentional exclusions such as noindex, redirects, or private pages.
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