

# SEO launch checklist

A practical checklist for discovery, indexing, content, links, accessibility and measurement. Use it to assign owners and record verification, not as a ranking score.

## Read. Check. Record.

Use this companion to document a real task. Read the online explanation first, then record the evidence, owner and remaining limitations as you work. A tick confirms a check was performed; it does not guarantee an independent platform outcome.

[Open the maintained HTML companion](#)

### 01 Discovery and access

Check public status, crawler access and relevant internal links. Separate public content from private administration.

### 02 Indexing signals

Verify title, description, canonical and intended robots directives on representative templates.

### 03 Useful content

Confirm the page answers its question, supports important claims and has a clear next action.

### 04 Experience and accessibility

Test mobile reading, keyboard navigation, image alternatives and layout stability.

### 05 Measurement and ownership

Define useful actions, note tracking limits and give each remaining task an owner.

### Scope and provenance

Prepared by SEOByIndia with AI assistance. Examples and planning inputs are illustrative. No rankings, AI citations or business results are guaranteed. Keep private customer information out of shared working copies.

# Put the checks on record.

Project / website: \_\_\_\_\_

Owner: \_\_\_\_\_ Review date: \_\_\_\_\_

## Check 1: Discovery and access

Check public status, crawler access and relevant internal links. Separate public content from private administration.

Evidence / URL: \_\_\_\_\_

Decision / next action: \_\_\_\_\_

## Check 2: Indexing signals

Verify title, description, canonical and intended robots directives on representative templates.

Evidence / URL: \_\_\_\_\_

Decision / next action: \_\_\_\_\_

## Check 3: Useful content

Confirm the page answers its question, supports important claims and has a clear next action.

Evidence / URL: \_\_\_\_\_

Decision / next action: \_\_\_\_\_

## Check 4: Experience and accessibility

Test mobile reading, keyboard navigation, image alternatives and layout stability.

Evidence / URL: \_\_\_\_\_

Decision / next action: \_\_\_\_\_

## Check 5: Measurement and ownership

Define useful actions, note tracking limits and give each remaining task an owner.

Evidence / URL: \_\_\_\_\_

Decision / next action: \_\_\_\_\_

# Make the next decision clear.

Use one row per unresolved task. State the acceptance check before implementation so completion can be verified separately from later marketing outcomes.

| Task / decision | Owner | Acceptance check | Due |
|-----------------|-------|------------------|-----|
|                 |       |                  |     |
|                 |       |                  |     |
|                 |       |                  |     |
|                 |       |                  |     |
|                 |       |                  |     |
|                 |       |                  |     |

## Questions to resolve before sign-off

What remains unverified? Which change has not yet been implemented? Did the tracking definition or source guidance change? Who owns the next review?

## Continue online

[Resource companion and latest context](#)

[Technical SEO audit](#)

[Internal linking](#)

## Primary references

[Google Search Essentials](#)

[Core Web Vitals guidance](#)