Techtics

Landing page launch checklist

Page _____ Checked by _____ Date _____

Speed

- [ ] Lighthouse run on mobile, incognito
- [ ] LCP ≤ 2.5 s
- [ ] INP ≤ 200 ms
- [ ] CLS ≤ 0.1
- [ ] Hero image sized, compressed, not lazy-loaded
- [ ] Third-party scripts audited and deferred

Mobile and browsers

- [ ] Tested on a real iPhone (Safari) and Android (Chrome), on mobile data
- [ ] No sideways scroll at 320 px
- [ ] Desktop Safari, Chrome, Firefox, Edge; nothing covers the main button

SEO and indexing

- [ ] No leftover noindex (meta tag or header)
- [ ] robots.txt doesn't block the page, CSS or JS
- [ ] One H1; unique title and meta description
- [ ] Canonical points to the live URL
- [ ] In the sitemap; sitemap submitted
- [ ] Redirects resolve to one version

Tracking

- [ ] GA4 fires once per page view
- [ ] Every conversion is a GA4 key event
- [ ] Ad conversion tags fire on the conversion only
- [ ] UTM test shows the right source and medium

Consent and legal (UK/EU)

- [ ] No non-essential cookies before a choice
- [ ] Consent Mode v2: four signals, denied by default
- [ ] UK analytics exemption checked against ICO guidance
- [ ] Privacy and cookie policies linked and accurate

Accessibility (WCAG 2.2 AA)

- [ ] Text contrast 4.5:1
- [ ] Tap targets 24 × 24 px or well spaced
- [ ] Works by keyboard; focus visible, never hidden
- [ ] Alt text on images; visible labels on fields
- [ ] Clean axe scan; Lighthouse Accessibility 95+

Forms, content and sharing

- [ ] Real test submission arrives, confirms, thanks
- [ ] Notification email passes SPF/DKIM
- [ ] Spam protection doesn't block real people
- [ ] No dead, "#" or staging links
- [ ] Copy proofread on a phone
- [ ] Favicon and og:image (1200 × 630) set

Handover

- [ ] Client owns domain, hosting, analytics, Tag Manager
- [ ] Code in client's repo, with a README
- [ ] Credentials sent through a password manager
- [ ] Launch baseline saved; uptime and form alerts on

Why each check matters and how to run it: techtics.in/blog/landing-page-launch-checklist