

SEO Basics Before Launch Checklist

Best for: Anyone publishing a new website and wanting Google to understand it.
Use it for: The search basics that should be live before you announce the site.

How to use this

Print it, mark it up, and keep it beside the build. The goal is not to become a web strategist. The goal is to stop small missing decisions from eating the launch day.

Indexing

- Robots allows the public pages.

- Sitemap uses canonical absolute URLs.

- Canonical tags match the public URLs.

Snippets

- Each page has a specific title and meta description.

- H1 explains the page, not just the brand.

- Images have descriptive alt text where useful.

Measurement

- GA4 and Clarity IDs are set before build.

- Forms and CTA clicks are tracked.

- Search Console receives the sitemap after launch.

Next step

If you want the site done with you instead of by you, book a free intro call at niyalo.com. Bring this worksheet and we can tell you quickly whether a one-day Sprint fits.

30-minute action plan

Do this before you hand the project to anyone. The point is not to finish the whole website. The point is to remove the decisions that slow the website down.

Priority	Decision or task	Owner	Due
1	Indexing: Robots allows the public pages.		
2	Indexing: Sitemap uses canonical absolute URLs.		
3	Snippets: Each page has a specific title and meta description.		
4	Snippets: H1 explains the page, not just the brand.		
5	Measurement: GA4 and Clarity IDs are set before build.		
6	Measurement: Forms and CTA clicks are tracked.		

What usually breaks the launch

- [] No single decision-maker.

- [] Missing assets scattered across chat threads.

- [] A CTA that changes halfway through the build.

- [] A first version trying to behave like a six-month roadmap.
