STANDARD OPERATING PROCEDURE

New Client Website Launch Checklist

Pinewood Creative Studio · Web design & marketing

Document ID	SOP-WEB-004	**Version**	1.2
Owner	Web Operations Lead	**Effective**	March 2, 2026
Applies to	All new client websites	**Review cycle**	Every 6 months

SAMPLE DOCUMENT. Pinewood Creative Studio is a fictional business. This sample shows the format and depth of a Next Wave Capital Ventures documentation deliverable. Names, systems and details are illustrative.

1. Purpose

This procedure makes every client website launch the same, every time: nothing goes live with a broken form, a missing redirect or a test page left behind. Follow it in order and tick each box. A launch is not complete until every box is ticked and the client has signed off.

2. Scope

Applies to new websites and full redesigns built by Pinewood Creative Studio. Small content updates to live sites follow SOP-WEB-006 (Content Change Requests) instead.

3. Roles

Role	Responsibility
Project Manager (PM)	Owns the launch date, client communication and final sign-off.
Web Developer	Builds, tests and deploys the site. Completes technical steps.
QA Reviewer	A second team member who checks the site before launch. Never the developer who built it.
Client	Approves content and the final preview in writing.

4. Before launch (T−5 business days)

#	Step	Owner	Done
1	Confirm the client owns the domain, in their name, and we have delegated access (not their password).	PM	☐
2	Collect final content: text, logo files, photos with usage rights, business hours, contact details.	PM	☐
3	Confirm where form messages go and who receives them. Send a test address to the client.	Web Developer	☐

#	Step	Owner	Done
4	Record every old page address (if replacing a site) for redirects.	Web Developer	☐
5	Book the launch window: weekday morning, never Friday afternoon.	PM	☐

5. Quality check (T−2 business days)

#	Step	Owner	Done
1	Check every page on a phone, a tablet and a desktop browser.	QA Reviewer	☐
2	Click every link and button. Fix or remove anything broken.	QA Reviewer	☐
3	Submit each form and confirm the message arrives at the client's address, not spam.	QA Reviewer	☐
4	Check spelling, phone numbers, addresses and hours against the client's approved content.	QA Reviewer	☐
5	Confirm every image has descriptive alt text and the site passes a basic accessibility check.	QA Reviewer	☐
6	Send the client the preview link and get written approval (email is fine).	PM	☐

6. Launch day

#	Step	Owner	Done
1	Take a backup of the current site (if one exists) and record where it is stored.	Web Developer	☐
2	Point the domain to the new site. Confirm HTTPS works with no browser warnings.	Web Developer	☐
3	Set up redirects from old page addresses to their new equivalents (301).	Web Developer	☐
4	Remove test pages, sample content and "coming soon" banners.	Web Developer	☐
5	Submit the sitemap to Google Search Console and confirm analytics is recording visits.	Web Developer	☐
6	Repeat the form test on the live site.	QA Reviewer	☐
7	Email the client: site is live, what was delivered, how to request changes.	PM	☐

7. After launch (T+7 days)

#	Step	Owner	Done
1	Check that uptime monitoring is on and alerts go to the team inbox.	Web Developer	☐
2	Review the first week of analytics and form messages with the client.	PM	☐
3	File the completed checklist, approval email and credentials record in the client folder.	PM	☐

#	Step	Owner	Done

> **Never:** store a client's password in email or chat, launch without written client approval, or let the developer who built the site be its only reviewer.

8. Records

- Completed checklist (this document) and the client's written approval, kept in the client folder for the life of the account.
- Domain, hosting and access record: which accounts exist and who holds them. Passwords live only in the team password manager.

9. Revision history

Version	Date	Change
1.0	Sep 8, 2025	First version.
1.1	Dec 1, 2025	Added accessibility and alt-text check.
1.2	Mar 2, 2026	Added T+7 review and the "Never" rules.