

Pre-launch checklist

42 things to verify before going live. Run through in 15 minutes. The 7 **showstoppers (*)** are dealbreakers - don't ship until those are clean. The other 35 are catch-it-before-someone-else-does items.

Walk through this within 24 hours of launch, not a week ahead. Things change in the last 48 hours.

1. Destination page (8 items)

- *** The featured CTA points at the correct URL.** Click it. Don't trust visual inspection.
- *** Page loads on mobile + desktop without errors.** Open in incognito on both. No 500s, no white flash.
- All inline links inside the body actually go where they say.
- No broken images (placeholder boxes, alt-only renders).
- Page title (browser tab) is the right title - not "Untitled" or a draft.
- Favicon is present (look at the browser tab).
- No console errors in DevTools (Cmd+Opt+J on Chrome - red errors only).
- Page passes accessibility basics: alt text on images, decent contrast, visible focus rings.

2. Custom domain + DNS (6 items)

- *** SSL certificate is valid.** Browser shows the lock; no "not secure" warning.
- *** Both yourname.com AND www.yourname.com resolve.** Type each manually.
- One redirects to the other (consistent - don't leave both live as different sites).
- DNS has propagated globally. Check via `dig yourname.com` or `dnschecker.org` (<https://dnschecker.org>).
- MX records for email still work (if you have email on the domain - TEST by sending yourself one).
- No mixed-content warnings (http resources on an https page - opens DevTools to confirm).

3. Share preview (5 items)

- *** OG image is at least 1200×630, https://, under 5MB.** Below this, LinkedIn collapses to a sad text card.
- OG title is under 60 characters (mobile-safe across all platforms).
- OG description is under 155 characters.
- `twitter:card` is set to `summary_large_image`.
- Validated on **all 5 platforms** - Slack, X, Facebook, iMessage, LinkedIn. Use the Link Preview tester (<https://linkos.bio/tools/link-preview>).

4. Tracking + analytics (5 items)

- * **Analytics fires on the destination page.** Click your own share link. Check real-time analytics. If it's zero, your tracking pixel is missing.
- UTM tags are consistent across channels (`utm_source=twitter` vs `utm_source=X` - pick one).
- Conversion event fires on the action you care about (signup, click, purchase).
- Goal/funnel is wired in your analytics platform - not just raw events.
- No tracking from staging/dev environments leaking into production analytics.

5. Email + CRM hooks (4 items)

- Email opt-in form **actually saves**. Submit a test email. Check the list/CRM. Don't trust the "thanks!" message - verify the row landed.
- Welcome / confirmation email fires within 30 seconds.
- List segmentation tag is applied (so this campaign's signups don't blur into your general list).
- Double-opt-in is set up if you're in EU markets or care about deliverability.

6. Payment + commerce (8 items - skip if not selling)

- Price is displayed correctly and matches what Stripe/Paddle/etc. charges.
- Currency localizes if you ship internationally (USD vs EUR vs GBP).
- Taxes/VAT calculate at checkout (or are clearly displayed as not-included).
- Stripe/Paddle webhook fires on successful payment - provisioning works.
- Receipt email goes out and links back to the right place.
- Refund policy is linked from the checkout page.
- Terms of service link is present.
- Success page actually loads after payment (not a redirect to a 404).

7. Launch comms (6 items)

- Launch tweet/post is drafted, proofread, and scheduled OR in the queue.
- Launch email is drafted and scheduled to send at a specific time.
- DM templates ready for the 3-5 people you'll personally pitch to.
- Slack/Discord communities you'll post in are identified - and your post is allowed there.
- Time zones aligned - if you launch at 9am PT, that's lunchtime EST and after-work UK.
- Internal team briefed: who responds to inbound DMs, who watches analytics, who fixes issues.

Quick reference: the 7 showstoppers

Item	What it catches
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Featured CTA URL correct	The most common launch failure - stale Stripe/calendar URLs
Page loads cleanly	Catastrophic if missing
SSL valid	Browser shows "not secure" - immediate trust kill
www + root resolve	Half your audience types each version
OG image ?1200×630	LinkedIn share looks broken if smaller
Analytics actually fires	Without this, your launch retrospective is impossible
Email opt-in saves	Nothing worse than a campaign with no list to show for it

After-launch (the next 60 minutes)

- Click your own share link from an incognito window. Confirm the journey end-to-end.
- Watch analytics for 15 minutes. Identify the top traffic source - that's where to double-down.
- Check the email inbox + Twitter mentions. Respond to the first 5 questions personally.
- If a critical bug surfaces, push a fix immediately. Don't let it sit for "later in the day."

If you ran through this and it caught something, send us a note - we add real-world catches to the list.
contact@linkos.bio (<mailto:contact@linkos.bio>).