WEBFLOW

Webflow launch checklist

For designers and business owners getting ready to publish a site built in Webflow.

Site name _____ Date started _____

Mark each item as you complete it. Test the staging address before publishing to the live domain.

Plan and domain

- [ ] Select a paid Site plan. A custom domain requires one, 301 redirects require a paid Site plan or paid Workspace plan, and the CMS requires Premium.
- [ ] Go to **Site settings**, then **Publishing**, then **Production** to connect your domain. If you own it, Quick connect is the fastest option.
- [ ] Confirm domain ownership before publishing to the domain.
- [ ] After the domain connects, make sure it has no error status.

Content and SEO

- [ ] For each page, set a title tag and meta description under **Pages**, then **Page settings**, then **SEO settings**.
- [ ] Limit title tags to fewer than 60 characters.
- [ ] Set a dynamic SEO pattern for each Collection page so every item has a unique title.
- [ ] Add alt text to each image that conveys meaning.
- [ ] Add a favicon and a social sharing image in Site settings.

Technical checks

- [ ] Enable **Auto-generate sitemap** in the **Site settings**, **SEO** tab, then publish and visit yourdomain.com/sitemap.xml.
- [ ] Add 301 redirects for old URLs in **Site settings**, **Publishing**, **301 redirects**. Keep the total below about 1,000 rules.
- [ ] Create a 404 page that gives visitors who reach a dead link a way back.
- [ ] Disable indexing for the webflow.io staging subdomain. This requires a paid Site plan or paid Workspace plan.

Test on staging first

- [ ] Publish only to your webflow.io staging subdomain, leaving your custom domain unticked.
- [ ] Review each breakpoint: desktop, tablet, and mobile.
- [ ] Submit each form and make sure the notification arrives. The Starter plan allows 50 form submissions, while paid plans allow more.
- [ ] Select each link and button.

Go live

- [ ] Select **Publish**, check your custom domain, then select **Publish to selected domains**. Shift and P opens the same menu.
- [ ] Visit the live site in a private window and verify that the padlock appears.
- [ ] Check that every CMS item you want people to see is published rather than saved as a draft.

After launch

- [ ] Set up Google Search Console for the site and submit your sitemap.
- [ ] Set up analytics and verify that it records a visit.
- [ ] Test the redirects and the 404 page on the live domain.

Learn more

Read the matching guide: **Webflow pricing: site plans explained, and is Webflow free? https://nvudev.com/website-builders/webflow/webflow-pricing/**