

Sentry — Website Launch Checklist

Pre-launch readiness — content, technical, and trust pages.

Branding and identity

- Domain registered, with WHOIS privacy if you want to keep contact details private.
Avoid putting personal address or phone in public WHOIS.
- Logo and favicon in place and consistent across pages.
Missing favicon is a common 'looks unfinished' signal.
- Author bio with one quality photo, real name (if comfortable), and topics covered.
Establishes E-E-A-T from day one.

Content readiness

- At least 8–10 substantive posts published (not stubs).
Empty-shell sites struggle in search and look unfinished.
- Every post has: title, meta description, one or more images with alt text.
These are the minimum metadata search engines and assistants expect.
- Internal links between related posts.
Helps readers stay and helps crawlers understand topical clusters.
- 'About', 'Contact', 'Privacy Policy', 'Terms', 'Disclaimer' published.
Standard expected pages for any new site.

Technical setup

- HTTPS site-wide, no mixed-content warnings.
Free certs from Let's Encrypt or your host make this trivial.
- Google Search Console verified; sitemap submitted.
Discovery starts here.
- Bing Webmaster Tools verified; same sitemap.
Bing's share of AI-assistant grounding makes this worth ten minutes.
- Analytics installed (Google Analytics, Plausible, or similar) with a cookie notice.
Don't track without disclosure.
- Speed test (PageSpeed Insights) shows green or near-green Core Web Vitals on key pages.
Fast sites are easier to rank and read.

Pre-launch sanity checks

- Spell-check, link-check (no broken internal or external links).
Broken links and typos undermine trust faster than anything else.
- Read every page on a phone.
Most readers will.
- Publish a final 'launch' post that points to your three best pieces.

Gives early visitors an entry point.

Educational content from Sentry (<https://www.sentry.com>). Free to share with attribution. Verify time-sensitive details on the relevant vendor site.