

JUICEDWEBSITES · PRE-HANDOVER STANDARD

The launch checklist.

161 checks run on every site before it goes live, and again on the live site after it does. Every one names the threshold it passes at and the tool that proves it, so you can re-run any of them yourself.

161

CHECKS

15

SECTIONS

0

SKIPPED

JUICEDWEBSITES
juicedwebsites.com

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How this document is used

This is not a brochure. It is the working document your site is walked through before it is handed to you, and the copy you receive is completed and signed.

Every check names a threshold and a tool. "The site is fast" is not a check.

"Largest Contentful Paint under 2.5 seconds on emulated slow 4G, measured in Lighthouse" is. It means nothing here has to be taken on trust — you can re-run any of it, or have someone else re-run it, and get the same answer.

Nothing is skipped quietly. If an item does not apply to your build, it is marked as not applicable with the reason written next to it. If an item fails, it is fixed before launch or it is written down as an open item with a date. A blank box never means "probably fine".

Measurements are taken twice. Once on the staging link you approve, and once on the live site after launch, because a build that scores well on staging and badly in production has not been tested. The launch-day numbers are recorded on the last page.

Some checks need you. Licence numbers, hours, service area, pricing and the phone that actually gets answered are confirmed with you, not guessed. Those items are marked where they appear.

Everything in this document is done whether you stay on the monthly retainer or not. The site, the domain, the code and the logins are yours from launch day.

01 Speed and Core Web Vitals

12 CHECKS

Google ranks on how fast the page is for real visitors, not on how fast it feels on our machine. Every number here is measured on throttled hardware.

☐ Largest Contentful Paint

Under 2.5s on emulated slow 4G with 4x CPU throttling · [Lighthouse](#), median of three runs

☐ Cumulative Layout Shift

0.00 — nothing on the page moves after it paints · [Lighthouse](#), plus a manual scroll on a cold load

☐ Interaction to Next Paint

Under 200ms on the slowest interaction on the page · [Chrome DevTools Performance panel](#)

☐ Total Blocking Time

Under 200ms · [Lighthouse](#), median of three runs

☐ First Contentful Paint

Under 1.8s throttled · [Lighthouse](#), median of three runs

☐ Lighthouse performance score

90 or better on mobile emulation, every indexable page · [Lighthouse CLI](#) against the production URL

☐ Time to First Byte

Under 600ms from a cold edge cache · [curl timing](#) against the live domain

☐ The LCP element is identified and is text or the hero image

Never a decorative background · [Lighthouse LCP trace](#)

☐ No render-blocking scripts above the fold

Zero blocking third-party requests before first paint · [DevTools Network waterfall](#)

☐ Fonts are self-hosted or preloaded, with a fallback that matches

No invisible text during load, no reflow when the face lands · [Visual check](#) on a throttled first load

☐ Analytics loads after the page, never before it

Deferred to idle time after window load · [DevTools Network waterfall](#)

☐ Scores re-measured on production, not on a staging build

Same URL the public gets · [Lighthouse](#) against the live domain post-launch

02 Page weight and asset discipline

9 CHECKS

Most contractor sites are slow because of what was loaded, not how it was coded. This is the section that keeps that from happening.

☐ Total page weight on the homepage

Under 1MB on first load, images included · [DevTools Network panel](#), cache disabled

☐ JavaScript shipped to the browser

Under 150KB compressed, and every kilobyte accounted for · [Build output](#) plus a bundle inspection

- ☐ **No page builder, no theme framework, no plugin stack**
Custom code only · [View source on any page](#)
- ☐ **Every photo converted to AVIF or WebP with a fallback**
No unconverted JPEG or PNG in the page load · [DevTools Network panel, filtered to images](#)
- ☐ **Images sized to the box they render in**
No image served more than 2× its displayed width · [Lighthouse 'properly size images' audit](#)
- ☐ **Responsive image sets for anything full-width**
A phone never downloads the desktop photo · [Network panel at a 390px viewport](#)
- ☐ **Below-the-fold images lazy-loaded**
Only above-the-fold imagery loads eagerly · [Network waterfall on initial paint](#)
- ☐ **Every image has explicit width and height**
Space is reserved before the file arrives · [Source inspection, confirmed by CLS of 0](#)
- ☐ **No unused CSS or JS shipped**
Under 20KB of unused bytes on any route · [DevTools Coverage panel](#)

03 The phone, which is where your customer actually is 11 CHECKS

He is one-handed, outdoors, on a bad signal, and he is comparing you to two other numbers. Every check here is run on a real handset, not a resized desktop window.

- ☐ **Every tap target is at least 48 by 48 CSS pixels**
Buttons, links, phone numbers, form fields, menu items · [Lighthouse tap-target audit plus a manual pass](#)
- ☐ **At least 8px of space between adjacent tap targets**
No accidental taps on the wrong button · [Manual pass on a real handset](#)
- ☐ **Call button pinned within thumb reach**
Reachable one-handed on a 6.1in screen without a grip change · [Manual pass on a real handset](#)
- ☐ **No horizontal scroll at any width from 320px up**
Zero sideways movement on any page · [Responsive mode sweep, 320px to 1920px](#)
- ☐ **No pinch-zoom required to read anything**
Body text at 16px minimum, never below · [Manual pass on a real handset](#)
- ☐ **Phone numbers are tap-to-call links**
Every visible number, on every page, in the header and footer · [Tap each one on a real handset](#)
- ☐ **Address links open the customer's map app**
Works on both iOS and Android · [Tap on both platforms](#)
- ☐ **Forms bring up the right keyboard**
Numeric pad for phone, email keyboard for email · [Manual pass on a real handset](#)
- ☐ **Tested on real iOS Safari, not Chrome device emulation**
Emulation runs a different engine and has missed real bugs · [WebKit, then a physical device](#)

☐ **Usable on a slow connection**
Readable and callable within 3s on emulated slow 4G · [Throttled load with the network panel open](#)

☐ **Works in landscape and with the on-screen keyboard open**
Nothing is covered, clipped, or pushed off screen · [Manual pass on a real handset](#)

04 Browsers and devices

8 CHECKS

A site that only works in the browser it was built in is not finished. This is the matrix every build is walked through before launch.

☐ **Safari on iOS, current and one version back**
Full pass on a physical device · [Manual](#)

☐ **Chrome on Android, current**
Full pass on a physical device · [Manual](#)

☐ **Chrome, Edge and Firefox on desktop, current**
Full pass · [Manual](#)

☐ **Safari on macOS, current**
Full pass · [Manual](#)

☐ **Small phone, 320px to 390px wide**
No clipping, no overflow, no unreachable buttons · [Physical device plus responsive sweep](#)

☐ **Tablet, portrait and landscape**
Layout holds at both orientations · [Physical device or emulation](#)

☐ **Large desktop, 1920px and wider**
Content stays in a readable column, no stretched lines · [Manual](#)

☐ **Reduced-motion preference respected**
All non-essential animation stops when the OS asks it to · [OS accessibility setting, then reload](#)

05 On-page SEO

12 CHECKS

This is the part most template sites skip entirely, and it is the reason they never rank for anything but their own business name.

☐ **One H1 per page, and it names the service and the place**
Never a logo, never a tagline, never two H1s · [Heading outline inspection on every page](#)

☐ **Heading levels descend without skipping**
H1, then H2, then H3 — no jumps · [Accessibility tree inspection](#)

☐ **Unique title tag on every page**
Under 60 characters, service and location first · [Crawl of every indexable URL](#)

- ☐ **Unique meta description on every page**
Under 155 characters, written to earn the click · [Crawl of every indexable URL](#)
- ☐ **A page for every service you sell**
Not one bullet on a combined services page · [Service list checked against the sitemap](#)
- ☐ **A page for every town you actually drive to**
Distinct content per town, never a find-and-replace · [Manual read of each page](#)
- ☐ **No two pages competing for the same phrase**
One target phrase per URL · [Keyword map reviewed against the sitemap](#)
- ☐ **Internal links connect services to the towns that buy them**
No page more than two clicks from the homepage · [Crawl depth report](#)
- ☐ **Descriptive alt text on every meaningful image**
Decorative images marked as decorative, not stuffed · [Crawl plus manual read](#)
- ☐ **URLs are readable and stable**
Words, hyphens, lowercase, no IDs or dates · [Sitemap review](#)
- ☐ **Descriptive link text throughout**
No 'click here' and no bare URLs in body copy · [Crawl of outgoing link text](#)
- ☐ **Enough on the page to be worth ranking**
Every service page answers the question it targets in full · [Manual read against the target phrase](#)

06 Technical SEO and crawlability

13 CHECKS

Google has to be able to find, fetch and index every page. These are the failures that quietly keep a site invisible for months.

- ☐ **XML sitemap generated from the real route list**
Every indexable URL present, nothing stale · [Fetch the sitemap and diff it against the crawl](#)
- ☐ **Sitemap declared in robots.txt and submitted to Search Console**
Submitted by hand, confirmed accepted · [Google Search Console](#)
- ☐ **robots.txt allows everything that should be indexed**
No accidental site-wide disallow · [Fetch /robots.txt on production](#)
- ☐ **No staging or preview URL is crawlable**
Previews carry noindex or auth · [Fetch a preview URL and check the headers](#)
- ☐ **Self-referencing canonical on every page**
Prevents preview and parameter URLs duplicating production · [Source inspection on every indexable URL](#)
- ☐ **One hostname, everything else redirects to it**
www and non-www resolve to a single canonical host · [curl both, follow the redirect chain](#)
- ☐ **HTTPS everywhere, HTTP redirects permanently**
301, no mixed content warnings anywhere · [curl plus a console check on every page](#)

- ☐ **Every URL returns the status code it should**
200 for real pages, 301 for moved, 404 for missing · [Full crawl of the site](#)
- ☐ **A real 404 page that keeps the visitor**
Branded, with navigation and the phone number on it · [Visit a URL that does not exist](#)
- ☐ **No redirect chains and no loops**
One hop maximum · [Crawl with redirect tracing](#)
- ☐ **Old URLs redirected if we are replacing an existing site**
Every ranking URL mapped to its new home before cutover · [Crawl of the old site, mapped one to one](#)
- ☐ **Pagination and filters cannot generate infinite URLs**
No crawl traps · [Crawl with parameter discovery on](#)
- ☐ **Every page rendered and indexed after launch**
Confirmed in Search Console, not assumed · [URL Inspection on a sample of every page type](#)

07 Structured data and AI answers

10 CHECKS

Search engines and AI assistants read a machine-readable copy of your business. If it is missing or wrong, you get left out of answers you should be in.

- ☐ **LocalBusiness or the correct trade-specific type**
Valid, with no errors and no warnings that matter · [Google Rich Results Test](#) and [Schema.org validator](#)
- ☐ **Name, address, phone and hours match everywhere**
Identical across the schema, the footer and the contact page · [Side-by-side comparison](#)
- ☐ **Service schema on every service page**
Correctly typed and linked to the business · [Rich Results Test on each page](#)
- ☐ **Service area declared**
Every town you cover, matching the town pages · [Schema inspection](#)
- ☐ **FAQ schema where there are real questions and answers**
Emitted from the same content the visitor sees · [Rich Results Test](#), plus a [visual diff](#)
- ☐ **Breadcrumb schema matching the visible navigation**
No invented hierarchy · [Rich Results Test](#)
- ☐ **No review or rating schema until there are real reviews**
Zero exceptions — inventing it risks a manual penalty · [Schema inspection](#)
- ☐ **Answers written in the format AI assistants extract**
Question, then a direct answer in the first sentence · [Manual read of every answer block](#)
- ☐ **Key facts stated in plain text, not only in images**
Hours, service area and pricing readable without OCR · [Text-only render of each page](#)
- ☐ **Baseline AI visibility recorded before launch**
Measured so the change after launch is provable · [aivisibilitymetrics.com](#), a tool we built and run

The words do the selling. Every page is written from one call with you and comes back for your approval before it is built.

☐ Every page approved by you before it goes public

In writing, on a staging link · Approval recorded against the staging URL

☐ Services described the way you describe them

Your trade vocabulary, not generic marketing language · Read-back on the review call

☐ Real photos of your trucks, crews and finished work

No stock photography of models in clean hard hats · Visual audit of every image on the site

☐ Licence and insurance details stated where a buyer looks

Licence number visible, current, and correct · Checked against your paperwork

☐ Service area stated in plain language

The towns you drive to, named · Confirmed against your list

☐ Hours, emergency availability and response time stated

Accurate on the day of launch · Confirmed with you at handover

☐ Every price or claim on the site is one you stand behind

Nothing written that you would not say on the phone · Line-by-line read on the approval call

☐ No placeholder text anywhere

Zero lorem ipsum, zero 'coming soon', zero sample content · Full-text search of the built site

☐ Spelling and grammar checked

US spelling throughout, consistent · Automated pass plus a manual read

☐ Business name, phone and address identical site-wide

Character for character, including formatting · Full-text search across every page

☐ Nothing on the site contradicts anything else on it

Hours, coverage and services agree on every page · Cross-page consistency pass

09 Getting the call

12 CHECKS

A site that ranks and never rings is a failure. These are checked on the live site, on a real phone, before handover.

☐ Phone number visible without scrolling on every page

Above the fold on both phone and desktop · Manual pass on both

☐ Call button in the thumb zone on mobile

Present on every page, never scrolls out of reach · Manual pass on a real handset

☐ Every call link dialed and answered as a test

Rings the phone you actually answer · Live test call before handover

- ☐ **One clear next step per page**
No page leaves a visitor without an obvious action · [Page-by-page review](#)
- ☐ **Quote form reachable from every page**
One tap or one click, always · [Navigation audit](#)
- ☐ **Emergency or after-hours path is obvious**
Where it applies to your trade · [Manual review](#)
- ☐ **Trust signals near every call to action**
Licence, insurance, years in business, service area · [Page-by-page review](#)
- ☐ **Google reviews shown live on the page**
Real current rating, not a screenshot · [Compare the page against your Google listing](#)
- ☐ **No dead ends**
Every page links onward to a service, a town or the form · [Crawl for pages with no outbound internal links](#)
- ☐ **Nothing interrupts a visitor before they have read anything**
No entry popups, no chat bubble ambush, no auto-play sound · [Cold visit in a clean browser profile](#)
- ☐ **Click-to-text where you offer it**
Opens the messaging app with the number prefilled · [Tap on iOS and Android](#)
- ☐ **Every conversion path walked end to end on the live site**
Call, text, form — all three, after launch · [Manual test, results confirmed with you](#)

10 Forms and lead capture

10 CHECKS

Every extra field costs you leads, and a form that silently fails costs you all of them. Both are checked.

- ☐ **Quote form is four fields**
Name, phone, address, what's wrong · [Form inspection](#)
- ☐ **Test submission received end to end**
Lands where you will actually see it · [Live submission before handover, confirmed by you](#)
- ☐ **Notification reaches you within one minute**
Email, text or both, whichever you asked for · [Timed test submission](#)
- ☐ **Leads are stored, not only emailed**
A dropped notification can never lose the lead · [Submit, then confirm the stored record](#)
- ☐ **Spam protection that does not punish real people**
No CAPTCHA puzzle in front of a paying customer · [Submit as a human, then as a bot](#)
- ☐ **Validation messages are specific and readable**
Says which field and why, never just 'error' · [Submit deliberately bad input](#)
- ☐ **Errors do not clear what was already typed**
Nothing retyped after a failed submission · [Trigger a validation error and check the fields](#)

- ☐ **Confirmation screen tells them what happens next**
Who calls, and how soon · [Complete a real submission](#)
- ☐ **Form works with the keyboard alone**
Tab order is sane, focus is always visible · [Keyboard-only pass](#)
- ☐ **Form works with JavaScript disabled or failed**
Degrades to something that still submits, or fails loudly · [Disable JS and submit](#)

11 Accessibility

14 CHECKS

Measured against WCAG 2.2 level AA. Some of your customers are older, some are on a cracked screen in the sun, and some use a screen reader. All of them can hire you.

- ☐ **Lighthouse accessibility score**
100, every indexable page · [Lighthouse CLI](#)
- ☐ **Automated audit with no violations**
Zero errors at WCAG 2.2 AA · [axe-core](#)
- ☐ **Body text contrast**
4.5:1 minimum against its background · [Contrast checker on every text and background pair](#)
- ☐ **Large text and UI component contrast**
3:1 minimum · [Contrast checker](#)
- ☐ **Every interactive element reachable by keyboard**
Nothing reachable only by mouse · [Keyboard-only pass of every page](#)
- ☐ **Focus is always visible**
A clear indicator on every focusable element · [Tab through every page](#)
- ☐ **Tab order follows the visual order**
No jumps backward or into hidden content · [Keyboard-only pass](#)
- ☐ **Skip-to-content link present**
First tab stop on every page · [Tab once from a fresh load](#)
- ☐ **Screen reader pass on the main paths**
Homepage, a service page, and the quote form · [VoiceOver on macOS and iOS](#)
- ☐ **Every form field has a real label**
Placeholder text is never the only label · [Accessibility tree inspection](#)
- ☐ **Landmarks and regions correctly marked**
Header, nav, main, footer all present once · [Accessibility tree inspection](#)
- ☐ **Images carry alt text, decorative ones marked empty**
No image announced as its filename · [Screen reader pass](#)
- ☐ **Page language declared**
Set on the html element · [Source inspection](#)

- ☐ **Nothing conveyed by color alone**
Errors, links and states carry a second signal · Grayscale render of every page

12 Security, privacy and legal

11 CHECKS

The parts that only matter on the day they go wrong. Checked before handover so that day does not arrive.

- ☐ **Valid SSL certificate with auto-renewal**
No expiry date you have to remember · Certificate inspection plus renewal confirmation
- ☐ **Security headers set**
HSTS, X-Content-Type-Options, Referrer-Policy, frame protection · Response header inspection
- ☐ **No secrets, keys or credentials in the shipped code**
Zero · Automated secret scan of the repository
- ☐ **Dependencies free of known vulnerabilities**
No high or critical advisories at launch · Dependency audit
- ☐ **Form endpoints rate-limited**
A bot cannot flood your inbox · Repeated submission test
- ☐ **No console errors or warnings on any page**
A clean console on every route · DevTools console sweep
- ☐ **Privacy policy present and accurate**
Describes what is actually collected, nothing more · Read against the real data flow
- ☐ **Terms of service present**
Linked in the footer on every page · Footer audit
- ☐ **Cookie and tracking position stated honestly**
If nothing is tracked, no banner is shown · Cookie inspection on a clean profile
- ☐ **Accessibility statement where you want one**
Optional, offered on every build · Confirmed with you
- ☐ **Licence numbers and legal business name correct**
Matches your registration exactly · Checked against your paperwork

13 Analytics and measurement

9 CHECKS

Without this there is traffic and nothing else. You get the logins, not a monthly PDF of numbers you cannot check.

- ☐ **Analytics installed and firing on every page**
Confirmed receiving data before handover · Live event check in the dashboard

- ☐ **Calls tracked as a conversion**
Every tap-to-call link, on every page · Test tap, confirmed in the dashboard
- ☐ **Form submissions tracked as a conversion**
Fires on success, not on click · Test submission, confirmed in the dashboard
- ☐ **Text and email clicks tracked**
Labeled by where on the page they happened · Test click, confirmed in the dashboard
- ☐ **Search Console verified and the sitemap submitted**
Verified on the domain, not on a single URL · Google Search Console
- ☐ **Google Business Profile connected where you have one**
Website field pointing at the new site · Profile inspection
- ☐ **Baseline numbers recorded on launch day**
Speed, indexed pages and AI visibility, dated · Written into the handover document
- ☐ **Analytics does not slow the site down**
Loaded after the page, never blocking it · Network waterfall plus a before-and-after Lighthouse run
- ☐ **You have your own logins**
Owner access, not view-only under our account · Confirmed by you signing in at handover

14 Hosting, domain and email

9 CHECKS

The plumbing. Most of it is invisible until a domain expires or your quotes start landing in spam.

- ☐ **Domain registered in your name**
You are the registrant, not us · WHOIS record
- ☐ **Domain auto-renew on, with a reminder to you**
Expiry date recorded in the handover document · Registrar settings
- ☐ **DNS records documented before any change**
A copy of the old zone kept, so a cutover is reversible · Exported zone file
- ☐ **Email unaffected by the website cutover**
MX records untouched, mail tested after the switch · Send and receive a test message post-cutover
- ☐ **SPF and DMARC records present**
So the site's form notifications are not filtered as spam · DNS inspection plus a deliverability test
- ☐ **Hosting on a CDN with automatic scaling**
A storm week cannot take the site down · Deployment configuration review
- ☐ **Uptime monitoring active with alerting**
We find out before you do · Monitor configured and test-alerted
- ☐ **Automatic backups with a tested restore**
Restore actually performed once, not assumed to work · Test restore before handover

- ☐ **Rollback to the previous version available**
Any deploy reversible in minutes · Deployment history review

15 What you get at handover

10 CHECKS

Ownership does not depend on staying a client. This is handed over on launch day whether you stay on the retainer or not.

- ☐ **Domain registrar login, in your name**
Transferred to your account · You sign in and change the password
- ☐ **Hosting account access**
Owner-level, not a shared seat · You sign in and change the password
- ☐ **The source code**
The complete site, yours to take anywhere · Repository access or a delivered archive
- ☐ **Every photo and every piece of copy**
Full resolution originals, not the compressed web versions · Delivered file bundle
- ☐ **Analytics and Search Console access**
Owner-level on both · You sign in
- ☐ **This checklist, completed and signed**
Every item marked, dated, with the measured numbers filled in · Countersigned at handover
- ☐ **The launch-day measurements**
Speed scores, indexed page count and AI visibility baseline · Written into the signed copy of this document
- ☐ **A written record of what changed**
Old URLs, new URLs and every redirect, if we replaced a site · Delivered redirect map
- ☐ **How to text a change, and what counts as one**
In writing, with the number · Handover document
- ☐ **A walkthrough of the finished site**
One call, as long as you want it to be · Scheduled at handover

Launch-day record

Filled in on the live site, not on staging, and countersigned before the project is closed. These are the numbers every future measurement is compared against.

MEASURED ON THE PRODUCTION URL

Lighthouse performance (mobile, median of three)	
Lighthouse accessibility	
Lighthouse best practices	
Lighthouse SEO	
Largest Contentful Paint (throttled)	
Cumulative Layout Shift	
Total page weight, homepage	
Pages submitted to Google	
AI visibility baseline	
Test call placed and answered	
Test form submission received	
Open items carried past launch	

BUILT AND CHECKED BY

JuicedWebsites · date

ACCEPTED BY

Client · date