Magento Launch Checklist

1. Project Preparation

- [ ] Confirm hosting/server meets Magento requirements (PHP version, RAM, etc.)
- [ ] Choose Magento Open Source vs. Commerce
- [ ] Define project goals, scope, and timeline

2. Installation & Configuration

- [ ] Install Magento (correct version)
- [ ] Set up development, staging, and production environments
- [ ] Configure base URLs, currency, locale, and timezone

3. Extensions & Customization

- [ ] Install essential extensions (payment, shipping, SEO, etc.)
- [ ] Set up custom theme (or adapt existing one)
- [ ] Implement custom modules and integrations

4. Catalog & Content

- [ ] Import or create products and categories
- [ ] Set up product attributes, filters, and search
- [ ] Prepare CMS pages (Home, About, Contact, etc.)

5. Payments & Shipping

- [ ] Configure payment gateways (Stripe, PayPal, etc.)
- [ ] Set up shipping methods and rates
- [ ] Test checkout process

6. Tax, Legal, & Policies

- [ ] Configure tax rules and VAT
- [ ] Set up store privacy policy, terms, and cookies banner
- [ ] Ensure GDPR/UK GDPR compliance

7. Performance & Security

- [ ] Enable production mode and caching
- [ ] Set up SSL/HTTPS
- [ ] Review security patches and updates

8. Testing & QA

- [ ] Test customer registration and login
- [ ] Test shopping cart, checkout, and order emails
- [ ] Test mobile responsiveness

9. Analytics & SEO

- [ ] Install Google Analytics (or GA4) and Google Tag Manager
- [ ] Set up Google Search Console and XML sitemap
- [ ] Optimize SEO settings (meta tags, URLs, robots.txt)

10. Launch & Post-Launch

- ☐ Prepare a launch plan and announce to customers
- ☐ Monitor site performance and error logs
- ☐ Set up ongoing maintenance plan