



Sept, 2025

The 48-Hour Launch Checklist

Mindset

Setup Principles

- **One checklist, one owner, one finish line.**
- **Lower the blast radius.** If something breaks, it breaks small.
- **Protect sleep + water.** Clear brains catch errors; tired ones create them.

Susan's Launch Rules

1. **20-minute rule:** If polish isn't fixed in 20, backlog it.
2. **One Zap = one pipe:** Centralize logic (tiny code step), no clever loops.
3. **Fewer doors, clearer hallway:** Solve forms with architecture, not more forms.
4. **Fix the frame before you edit:** Draft + package + standards, then proceed.
5. **Three-Tightens Rule:** On the 3rd standards change, pause → decide → lock.
6. **Quiet guardrails:** Headings in order, descriptive links, real alt text, quick Tab pass.
7. **Don't spend tomorrow's clarity tonight:** Curfew decisions; queue the rest.
8. **Test early,** end-to-end—and make it fun.

48 → 36 hours

- Full backup/snapshot.
- Compress images >250 KB; verify OG images (use Facebook Sharing Debugger).
- Consolidate forms; test Form → Zap → Destination end-to-end.
- Delete/simplify any "clever" Zap; retest payloads (one Zap = one pipe).
- Sanity-check rates/examples on 3 key pages.

36 → 24 hours

- Copy pass: titles, H1/H2s, CTAs, meta descriptions.
- Quiet guardrails: alt text, descriptive link text, heading order, color contrast.
- 404s handled; redirects added.
- Uptime monitor + email alerts on.



Sept, 2025

24 → 12 hours

- “Friend test” (narrated clickthrough).
- Mobile pass.
- Payments/confirmations (if applicable).
- Schedule the Launch blog and social teasers.

12 → Launch

- Clear caches; purge **CDN**.
- Verify “Ask,” “Help Me Choose,” “Request an Estimate” routes.
- Print status sheet (owners, logins, Phase Two list).
- Stop new work after 9 p.m.; sleep.

Post-launch (Day 1–3)

- Watch form submissions + automations.
- Scan error logs/uptime alerts.
- Nibble **Phase Two** in 25-minute blocks.