Website forms launch checklist

Tick each box for every form on your site before you call it done.

Site: _____ Checked by: _____ Date: _____

Before launch

- ☐ Every form has a clear title and one job
- ☐ Required fields are only the ones you need
- ☐ Labels make sense without placeholder text
- ☐ Error messages say how to fix the problem
- ☐ The thank-you message says what happens next and when

Test submit

- ☐ Submit each form once with real-looking answers
- ☐ Submit once with a required field empty
- ☐ Check the answer arrived where it should (email, sheet, channel)
- ☐ Check any confirmation email reaches the respondent's inbox, not spam

Notifications

- ☐ An owner email (or a channel message) is turned on for each form
- ☐ Someone is named to reply
- ☐ The reply-within time is written down

Spam check

- ☐ Spam protection is on
- ☐ Submit twice quickly to see how the form behaves
- ☐ Watch the first week's responses for junk

Mobile check

- ☐ Open each form on a phone
- ☐ Tap targets are easy to hit
- ☐ The keyboard matches the field (email, phone, number)
- ☐ The embedded form fits the page with no sideways scroll

After launch

- ☐ Look at completions and drop-off after a week
- ☐ Remove or shorten the question people abandon at
- ☐ Review where answers go each quarter

Track each form in the free site forms planner sheet from the same post.