

Business Website Email Launch Checklist

For company websites, customer portals, membership sites, ecommerce, and online services.

Company/site: _____

Review date: _____

1. Email identity and ownership

- ☐ The business uses email addresses on its own domain.
- ☐ Sender names clearly identify the company or service.
- ☐ An employee's personal account is not the only public contact address.
- ☐ Automated messages, support, and employee communication have defined roles.
- ☐ Every public inbox has a primary owner and backup contact.
- ☐ Administrative access and recovery remain under company control.
- ☐ Important accounts use strong passwords and multi-factor authentication.

3. Forms and customer service

- ☐ Contact form submissions generate a customer confirmation.
- ☐ The correct employee or team receives new inquiry notifications.
- ☐ Customer replies go to a monitored inbox.
- ☐ Unmonitored senders are clearly identified and offer another contact option.
- ☐ Support inboxes have a review schedule and response target.
- ☐ Phone numbers, addresses, hours, and website links are current.

5. Newsletters and marketing

- ☐ Subscribers understand what they receive and how often it arrives.
- ☐ Marketing is separated from account, security, and order messages.
- ☐ Applicable marketing email has a clear, easy unsubscribe method.
- ☐ Unsubscribe requests stop the corresponding marketing messages.
- ☐ Sender details, subjects, business identity, and contact information are accurate.

2. Account and security email

- ☐ Email verification messages arrive correctly.
- ☐ Sign-in codes arrive promptly.
- ☐ Password reset email works.
- ☐ Reset links expire and cannot be reused.
- ☐ Passwords are never sent in plain text.
- ☐ Users are notified after password, email, or permission changes.
- ☐ Every security message includes a working support path.

4. Orders, payments, and billing

- ☐ Customers receive order or appointment confirmations.
- ☐ Staff receive new order or appointment notifications.
- ☐ Payment success, failure, and refund messages are correct.
- ☐ Order numbers, totals, taxes, and customer details are accurate.
- ☐ Receipts, invoices, and billing notices have been tested.
- ☐ Customers have a human contact for order and billing questions.

6. Delivery and usability

- ☐ Messages have been tested with Gmail, Outlook, and the company domain.
- ☐ Messages are not consistently landing in spam.
- ☐ Domain authentication has been confirmed by the provider or technical team.
- ☐ Messages are readable on phones and desktop computers.
- ☐ The message remains understandable when images are blocked.
- ☐ Every action link uses the correct official HTTPS domain.
- ☐ There is a process for delivery failures, expired links, and missing messages.

Recommended use: Complete this review before launch. Repeat it whenever you change email providers, domains, website platforms, or primary inbox owners.