

SaaS Launch Checklist for Non-Technical Founders

Tick each item off as you go. Most of them can be done by briefing Claude Code in plain English.

Product 8 items

- ☐ Sign up with an email address you've never used on your SaaS, and go through the whole first visit.
- ☐ Log out, use "forgot password", and log back in with the new password.
- ☐ Use it on your phone as well as a laptop.
- ☐ Your live site uses your own domain and shows the padlock in the address bar (HTTPS).
- ☐ A page that doesn't exist shows a friendly message, not a blank screen.
- ☐ Secret keys live in your hosting settings as environment variables (settings your live project reads, kept out of your project files).
- ☐ Your users' data is backed up.
- ☐ One or two people have tried it without help while you watched where they got stuck.

Email 6 items

- ☐ You know which emails your SaaS sends and when. Our list of transactional emails every SaaS needs is a good place to compare, or ask Claude Code to plan the set for your product.
- ☐ Emails come from your own domain, such as hello@yourcompany.com. That means adding a few DNS records (settings where your domain is registered) so email services can confirm you own it.
- ☐ You've received a test of every email in a real inbox, and checked the wording, links, names and layout on your phone. Our guide to testing emails before users see them covers what to look for.
- ☐ Replies go to an address someone reads.
- ☐ Transactional emails stay transactional. In the US, messages that confirm a transaction are exempt from most CAN-SPAM rules, but adding sales pitches can change that, so keep promotions out.
- ☐ You know how to find out whether a particular email went out.

Payments 7 items

- ☐ You've verified your business in Stripe. It asks about your business, your product and your role before live mode works, and may ask for more later.
- ☐ Your products and prices exist in live mode. Stripe doesn't carry sandbox products over, so they need creating again.
- ☐ Live webhooks are set up. A webhook is a message Stripe sends your project when something happens, such as a payment going through. Stripe keeps test and live webhooks separate, so the live ones need adding.
- ☐ Your live secret keys (Stripe's API keys, the passwords your project uses to talk to Stripe) are in your hosting settings, not in your project files. Stripe recommends replacing keys before launch if they were ever saved somewhere they shouldn't be.
- ☐ Your public business details, including your support email and the name on card statements, are clear. Stripe notes that customers who don't recognize a charge may dispute it.
- ☐ You've made one real purchase with your own card and then refunded it.
- ☐ Receipts and failed-payment emails go out from your SaaS. See how to send your own emails after a Stripe payment.

Legal 6 items

- ☐ Privacy policy. If you offer your SaaS to people in the EU, the GDPR (the EU's data protection law) applies even if your business is based elsewhere. A privacy policy says who you are, what data you collect and why, who receives it, how long you keep it, and what rights people have.
- ☐ Every outside service is listed. Your hosting, database, payments, email service and analytics all handle your users' data, so each belongs in your privacy policy.
- ☐ Terms of service. These set the rules for using your SaaS: what you provide, what users may not do, and what happens if things go wrong.
- ☐ Refund and cancellation policy, if you charge.
- ☐ Cookie notice and consent. UK guidance from the Information Commissioner's Office says cookies that aren't strictly necessary need consent given by a clear action, such as clicking a button. Cookies that keep someone logged in or remember a basket usually don't.
- ☐ Links to these pages appear in the footer of every page and on your sign-up form.

Analytics 6 items

- ☐ You've picked a few numbers that matter: visits, sign-ups, people who complete the main task, and paid upgrades.
- ☐ Analytics are installed and counting on the live site, not only on a preview.
- ☐ Sign-ups and payments are tracked as events, so they show up as numbers rather than page views.
- ☐ You know whether your analytics tool sets cookies, and your cookie notice matches. Some tools avoid cookies. Vercel Web Analytics, for example, doesn't use third-party cookies and identifies visitors with a hash that's discarded after 24 hours.
- ☐ Your analytics tool is listed in your privacy policy.
- ☐ You'll hear about errors on the live site, ideally before your users tell you.

Launch day 6 items

- ☐ In the morning, sign up, reset a password and make a purchase on the live site one more time.
- ☐ Keep an eye on sign-ups and on whether emails are going out.
- ☐ A support address is on your site, and you'll check it through the day.
- ☐ Your launch announcement to a waitlist goes through a marketing email service. Transactional email services are for the emails people trigger by using your SaaS, such as sign-ups and receipts.
- ☐ You're keeping a list of problems people report, and fixing whatever blocks sign-up, login or payment first.
- ☐ You've blocked time in the following week to read feedback and fix what came up.